SEAT No. :

P2204

[5165] - 1004
MBA (Semester - I)
104 : BUSINESS RESEARCH METHODS
(2016 Pattern)

Time :2½ hours]   *[Max. Marks :50*

Instructions to the candidates:

1)   *All questions are compulsory.*

2)   *Each question has an internal option*

3)   *Each question carries 10 marks.*

4)   *Figures to the right indicate marks for that question/ subquestion.*

5)   *Support your answers with suitable live examples.*

6)   *Your answers should be specific & to the point.*

7)   *Draw neat diagram and Illustrations supportive to your answers.*

8)   *Use of sample calculater is permitted.*

Q1) a)   Define Research and explain why should we study business research?**[10]**

OR

b)   With the increasing disposable income the life style of the urban youths is changing. They require different places to 'hang out" and socialise. This has helped the multiplex industry. This industry not only offers moves but hast of food coursts & ganing zones. A multinationals chain of multiplex is planning to enter & start a multiplex in your city. It has intrested you with carrying out a research to find out customers expertatrons from the multiplex prepare a research proposal to be submitted to the organization.   **[10]**

Q2) a)   What is descriptive research design? What are its types & state its advantages.   **[10]**

OR

b)   Propose a null and alternative hypothesis for the following research specifying which B independent variable & which is dependent variable.

i)   Shoplifting incidences and the presence of video surveltance cameras.

ii)   Expenditure on advertisements and sales of the products.   **[10]**

Q3) a) What is concept of measurement? Explain in details levels of measurement with examples? **[10]**

OR

b) Prepare a question are for any one of the following situation. **[10]**

i) To conduct a survey on utilization of mobile banking APP.

ii) To collect the feed back of customers for online recharge services provided by the XYZ telecom company.

Q4) a) Define the following concept with example. **[10]**

i) Judgement sampling

ii) Convenience sampling

iii) Purposive sampling

iv) Quota sampling

OR

b) What is the sampling design that you would suggest for the following? why? **[10]**

i) A survey to estimate the usage of laptops by students in post graduate colleges.

ii) Customers buying behaviour in malls.

Q5) a) Draw histogram of the following data. **[10]**

Wages in (Rs.'00')	0-10	10-20	20-30	30-40	40-50	50-60
No. of workes	2	4	11	15	25	18

Also find mode from the histogram.

OR

b) i) Explain the structure of research report? **[5]**

ii) Explain the characteristics of good research report? **[5]**

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