

Total No. of Questions : 5]

SEAT No. :

P1424

[5365]-1004

[Total No. of Pages : 3

M.B.A.

104 : BUSINESS RESEARCH METHODS

(2016 Pattern) (Semester - I)

Time : 2¼ 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/sub question.*
- 5) *Support your answers with suitable live examples.*
- 6) *Your answer should be specific and to the point.*
- 7) *Draw neat diagrams & illustrations supportive to your answer.*
- 8) *Use of simple calculator is permitted.*
- 9) *No graph paper will be supplied.*

Q1) a) Define business research. Explain in detail characteristics of Scientific research. **[10]**

OR

b) Draft a research proposal on the following situation : **[10]**

As a team leader of a student club in a business college, you are aware that some problems among students are rising rapidly. Problems such as unplanned classroom sitting arrangements, close proximity of students in the classroom, not properly attired, not participating in club activities, smart phone use in classroom and vandalism are contributing to their low academic performance. Your club has decided to conduct a mini research to address the problems within a period of next three months. Assume that you are heading the student team to conduct this research.

Q2) a) What is Qualitative research? Explain different methods of qualitative research (any three). **[10]**

OR

P.T.O.

- b) Prepare five appropriate hypotheses in research to understand customer satisfaction of Amazon.com using following variables [10]
- i) demographic factor.
 - ii) Delivery of product.
 - iii) Return policy.
 - iv) Price.
 - v) Offer.

- Q3)** a) You have been assigned the task of finding various problems of railway commuters in Mumbai. Design a suitable questionnaire to be used in this study. [10]

OR

- b) Identify type of Scale (nominal, ordinal, interval or ratio) being used in each of the following. Explain your reasoning. [10]
- i) I like to shop online

Strongly Agree					Strongly Disagree
1	2	3	4		5
 - ii) How old are you? _____.
 - iii) Rank the following activities in terms of your preference by assigning rank 1 (least preferred) to 5 (most preferred)
 - 1) Reading magazines _____.
 - 2) Watching Television _____.
 - 3) Shopping _____.
 - 4) Eating out _____.
 - 5) Internet browsing _____.
 - iv) What is your UID number? _____.
 - v) On an average week day how much time do you spend on social networking sites
 - 1) Less than 1 hour.
 - 2) 1 to 2 hours.
 - 3) 2 to 3 hours.
 - 4) More than 4 hours.

- Q4) a)** What sample design would you suggest in each of the following? Justify your answer. **[10]**
- A study to determine the consumer reactions to a new brand of tea.
 - A study to find out the household expenditure on clothing by various income group.
 - A survey of households in a city to determine the number of children eligible for primary education but not yet enrolled.
 - A national chain store wants to determine the shopping behaviour of customers.

OR

- b) Explain any three non-probability sampling methods with suitable example. **[10]**

- Q5) a) i)** The respondents of a survey were classified by magazine read type and income as follows :

Monthly Income

Magazine Read	Under 25,000	25,000-50,000	50,000 & above
A	20	50	30
B	10	55	35

Test the null hypothesis that magazine choice is independent of level of income.

Given that : Chi-square observed value = 3.956.

Chi-square at 5% level of significance = 5.99. **[5]**

- ii) A sample 16 MBA graduate students of a college was obtained their starting salary. The mean monthly salary was found to be Rs. 44,800 with standard deviation Rs. 960. The past data on the starting salary has given a mean value Rs. 45,000. Using 5% level of significance, can we conclude that average salary differ from Rs. 45,000?

Given that Calculated t - value = 0.83

t-value tabulated = 2.131 **[5]**

OR

- b) Explain brief outline of research report. **[10]**

