

Total No. of Questions : 5]

SEAT No. :

**P4063**

[Total No. of Pages : 2

**[5565]-1004**

**M.B.A.**

**104 : BUSINESS RESEARCH METHODS**

**(2016 Pattern) (Semester - I)**

*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 line examples.*
- 6) *Your answers should be specific and to the point.*
- 7) *Draw neat diagram & illustrations supportive to your answer.*
- 8) *Use of simple calculator is permitted.*

**Q1) a) Briefly describe the steps involved in research process? [10]**

OR

**b) Draft a research proposal for any one of the following : [10]**

- i) *An airline company interested in evaluating the effectiveness of its services.*
- ii) *To study the growing demand pattern for organic fruits & vegetables in domestic Indian market.*

**Q2) a) Explain the following terms with example. [10]**

- i) *Independent variables*
- ii) *Dependent variable*
- iii) *Concomitant variable*
- iv) *Extraneous variable*

OR

**b) What is hypothesis? What are the good qualities of hypothesis? Give one example for hypothesis. [10]**

**P.T.O.**

- Q3)** a) Write in details : **[10]**
- i) Likert scales.
  - ii) Semantic differential scales.
  - iii) Constant sum scales.
  - iv) Graphic Rating scales.

OR

- b) Prepare a questionnaire for any one of the following situation. **[10]**
- i) To conduct a study on job satisfaction in company.
  - ii) To study need and importance of public transport system in your city.

- Q4)** a) What is sample? Explain sampling errors & non sampling error in details. **[10]**

OR

- b) Write in detail probability sampling. **[10]**

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

Wt. in kg	30-35	35-40	40-45	45-50	50-55	55-60	60-65
No. of students	3	5	12	18	14	6	2

Also find mode from the Histogram.

OR

- b) Explain the structure of research report & characteristics of good Research reports. **[10]**