

Total No. of Questions : 5]

SEAT No. :

P3872

[Total No. of Pages : 3

[5070]-5004

M.B.A. (Semester - I)

104 : BUSINESS RESEARCH METHODS

(2016 Pattern)

Time : 2.½ 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) Your answers support 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.

Q1) a) What is business research? Discuss the application of research in functional area of business? [10]

OR

- b) Draft a research proposal for any one of the following : [10]
- i) To research the consumer behaviour in selection of two wheelers.
  - ii) To conduct, a survey to know what readers thought about business magazine.

Q2) a) What is exploratory research design? Explain it's methods & techniques for conducting exploring research? [10]

OR

- b) Propose a null and alternative hypothesis for the following research specifying which is independent variable & which is dependent variable. [10]
- i) Childhood obesity is tied to time spend in playing video games.
  - ii) A ten percent increase in price and its effect on the sale of the product.

P.T.O.

**Q3) a)** Explain sources of secondary data and explain the advantages & disadvantages of secondary data in business research? [10]

OR

- b) Prepare a questionnaire for any one of the following situation.
- i) To study consumer buying behaviour towards mall shopping experience.
  - ii) To collect feedback of customers for Hotel.

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

- i) Population
- ii) Sampling
- iii) Sampling error
- iv) Non-sampling error

OR

- b) What is the sampling design that you would suggest for the following? Why?
- i) A survey by a private courier company to estimate the satisfaction levels of its corporate clients.
  - ii) A survey to estimate the potential users of microwave ovens in Maharashtra.

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

Marks obtain	0-10	10-20	20-30	30-40	40-50	50-60	60-70
No. of students	3	5	13	16	25	18	20

Also find mode from the histogram.

OR

- b) The marketing manager of a telecommunications company is reviewing the results of a study of potential users of a new cell phone. The study used a random sample of 200 respondents & was conducted in a metropolitan area representative of the company's target market area. The marketing manager is intrigued by one table which is a cross tabulation of data on whether target consumers would buy a phone (yes (or) no) and whether the cell access to the internet (Yes or No). Table represents this cross tabulation can the marketing manager infer that an association exists between internet access & buying the cell phone?

Two-way tabulation of internet access & whether customers would buy cellular phone.

Internet Access	Would buy cellular phone		
	Yes	No	Total
Yes	80	20	100
No	20	80	100
Total	100	100	200

Given at 5% level of significance, critical value of chi-square for 1 degree of freedom is 3.84 and chi-square calculated is 72. State null & alternate Hypothesis & interpret the result.

