

Total No. of Questions : 5]

SEAT No. :

P2181

[5465]-1004

[Total No. of Pages : 2

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 carries 10 marks.*
- 3) *Each question has an internal option.*
- 4) *Figures to the right indicate marks for that questions /sub question.*
- 5) *Yours answers support with suitable live examples.*
- 6) *Your answer should be specific and to the point.*
- 7) *Draw neat diagram & illustrations supportive to your answer.*
- 8) *Use of simple calculator is permitted.*
- 9) *No graph paper will be supplied.*

Q1) a) Define Research. How does business research differ from business intelligence? Why should we study business research? **[10]**

OR

b) A ABC form want to understand the growing demand pattern for organic fruits, vegetables and processed food product in domestic Indian Market. It also wanted to analyse the gap between demand and supply of organic foods.

Your are assigned to prepare a research proposal to be submitted to the company. **[10]**

Q2) a) What is meant by experimental research design? Explain the concepts of treatment and control group in experiment? **[10]**

OR

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

Q3) a) What is scaling? Describe the various scaling techniques in Business Research? **[10]**

OR

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

i) To conduct a survey on city commuters for metro service.

ii) To study the attitude of shoppers towards mall shopping experience.

P.T.O.

- Q4) a)** Explain in detail: **[10]**
- i) Probability sampling.
 - ii) Non-probability sampling.

OR

- b) What kind of sampling scheme you will select in each of the following situations and give reasons. **[10]**
- i) An all India survey to find out the profile of house holds who has more than one television set.
 - ii) A survey of food habits of working females visiting fitness centres.

- Q5) a)** The following table gives the distribution of out lay of the budget of a state under major head of development expenditure. **[10]**

Heads expenditure (in Rs. Cr.)

Agriculture and community development	4000
Irrigation & power	8000
Industry & mining	6000
Transport & communication	2000
Miscellaneous	10,000

Represent the information by suitable diagram

OR

- b) i) Explain the structure of Research report? **[5]**
- ii) Explain the characteristics of good Research report? **[5]**

