

Total No. of Questions : 10]

SEAT No. :

**P4722**

**[5659]-1004**

[Total No. of Pages : 2

**M.B.A.**

**104- BUSINESS RESEARCH METHODS  
(2016 Pattern) (Semester - I)**

*Time : 2 ¼ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

- 1) *Answer any Five questions.*
- 2) *All questions carry equal marks.*

**Q1)** What is a good research ? How it is related to scientific research? Give an example. **[10]**

OR

**Q2)** write a research proposal to test newly launched soft-drink named, "Ishikawa". **[10]**

**Q3)** What is good research design? Distinguish between cross sectional and Longitudinal research designs. **[10]**

OR

**Q4)** Distinguish between following research designs. **[10]**

- a) Exploratory Vs Descriptive
- b) Descriptive Vs Causal

**Q5)** WWW the birth xyz undertaken a project to identify the types of personality and their behaviour. Design a questionnair to fulfil above project. **[10]**

OR

**Q6)** List different type of scales to be used in designing a questionnaire and explain with suitable example. **[10]**

**P.T.O.**

**Q7)** Explain non-probability technique with example. **[10]**

OR

**Q8)** Explain the concept of sampling. Define the following. **[10]**

- a) Universe
- b) Population
- c) Sampling unit
- d) Sampling frame
- e) Bias

**Q9)** What is measures of central tendency? What is cross-tabulation? Give the types of corelation. **[10]**

OR

**Q10)** A paired sample t-test is carried out for age and IQ for 30 respondents which comes out to be  $t = 13.89$  at  $P < 0.05$  Interpret the above results. **[10]**

