

Total No. of Questions : 5]

SEAT No. :

P3787

[4870] -1004

[Total No. of Pages : 2

M.B.A.

**104:BUSINESS RESEARCH METHODS
(2013 Pattern) (CBCS) (Semester-I)**

Time : 3 Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) *All questions are compulsory.*
- 2) *Each questions has an internal option*
- 3) *Each question carries 10 marks.*
- 4) *Your answer should be specific & to the point*
- 5) *Support your answers with suitable live examples.*
- 6) *Draw neat diagram & illustrations supportive to yours answers.*
- 7) *Use of simple calculator is allowed.*

Q1) a) What is business research? What are the objectives and importance of business research? **[10]**

OR

b) Briefly describe the steps involved in research process. **[10]**

Q2) a) What is hypothesis? What are the good qualities of hypothesis and give one example for hypothesis. **[10]**

OR

b) What is descriptive research design? What are its types and state its advantages? **[10]**

Q3) a) What is primary data? Explain the advantages & disadvantages of primary data over secondary data. **[10]**

OR

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

- i) To conduct a study on absenteeism in a manufacturing unit.
- ii) To collect feed back of training session.

P.T.O.

Q4) a) Explain following term with example **[10]**

- i) Systematic sampling
- ii) Cluster sampling
- iii) Judgement sampling
- iv) quota sampling.

OR

b) What is error sampling? Explain sampling & Non-sampling error. **[10]**

Q5) a) The monthly profit (in Rs) of 100 shops are distributed are as follows:
Draw histogram of the following data. **[10]**

Profit per shop	0-100	100-200	200-300	300-400	400-500	500-600
No.of shops.	12	18	27	20	17	06

Determine mode of the distribution graphically.

OR

b) i) Explain the characteristic of good research report. **[5]**

ii) Explain the structure of Research report. **[5]**

