Total No. of Questions : 5]

SEAT No. : ☐

P3787

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[4870] -1004

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.

<p align="center">OR</p>

    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.

<p align="center">OR</p>

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

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

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