



Dec - 18

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]



Total No. of Questions : 5]

P1424

[5365]-1004

M.B.A.

SEAT No. :

[Total No. of Pages : 3]

Apr 18

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

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) All questions are compulsory.
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- 4) Figures to the right indicate marks for that question/sub question.
- 5) Support your answers 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.
- 9) No graph paper will be supplied.

Q1) a) Define business research. Explain in detail characteristics of Scientific research. [10]

OR

b) Draft a research proposal on the following situation : [10]

As a team leader of a student club in a business college, you are aware that some problems among students are rising rapidly. Problems such as unplanned classroom sitting arrangements, close proximity of students in the classroom, not properly attired, not participating in club activities, smart phone use in classroom and vandalism are contributing to their low academic performance. Your club has decided to conduct a mini research to address the problems within a period of next three months. Assume that you are heading the student team to conduct this research.

Q2) a) What is Qualitative research? Explain different methods of qualitative research (any three). [10]

OR

P.T.O.

- b) Prepare five appropriate hypotheses in research to understand customer satisfaction of Amazon.com using following variables [10]
- demographic factor.
 - Delivery of product.
 - Return policy.
 - Price.
 - Offer.

- Q3) a) You have been assigned the task of finding various problems of railway commuters in Mumbai. Design a suitable questionnaire to be used in this study. [10]

OR

- b) Identify type of Scale (nominal, ordinal, interval or ratio) being used in each of the following. Explain your reasoning. [10]

- i) I like to shop online

Strongly
Agree

Strongly
Disagree

1 2 3 4 5

- ii) How old are you? _____.
- iii) Rank the following activities in terms of your preference by assigning rank 1 (least preferred) to 5 (most preferred)
- 1) Reading magazines _____.
 - 2) Watching Television _____.
 - 3) Shopping _____.
 - 4) Eating out _____.
 - 5) Internet browsing _____.
- iv) What is your UID number? _____.
- v) On an average week day how much time do you spend on social networking sites
- 1) Less than 1 hour.
 - 2) 1 to 2 hours.
 - 3) 2 to 3 hours.
 - 4) More than 4 hours.

Q4) a) What sample design would you suggest in each of the following? Justify your answer. [10]

- i) A study to determine the consumer reactions to a new brand of tea.
- ii) A study to find out the household expenditure on clothing by various income group.
- iii) A survey of households in a city to determine the number of children eligible for primary education but not yet enrolled.
- iv) A national chain store wants to determine the shopping behaviour of customers.

OR

b) Explain any three non-probability sampling methods with suitable example. [10]

Q5) a) i) The respondents of a survey were classified by magazine read type and income as follows :

Monthly Income

Magazine Read	Under 25,000	25,000-50,000	50,000 & above
A	20	50	30
B	10	55	35

Test the null hypothesis that magazine choice is independent of level of income.

Given that : Chi-square observed value = 3.956.

Chi-square at 5% level of significance = 5.99. [5]

- ii) A sample 16 MBA graduate students of a college was obtained their starting salary. The mean monthly salary was found to be Rs. 44,800 with standard deviation Rs. 960. The past data on the starting salary has given a mean value Rs. 45,000. Using 5% level of significance, can we conclude that average salary differ from Rs. 45,000?

Given that Calculated t - value = 0.83

t-value tabulated = 2.131 [5]

OR

b) Explain brief outline of research report. [10]



Total No. of Questions : 5]

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[5265]-1004

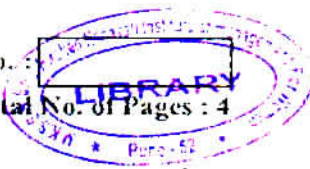
M.B.A.

104:BUSINESS RESEARCH METHODS

(2016 Pattern) (Semester-I)

SEAT No. :

[Total No. of Pages : 4



Dec 17

Time : 2¼ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) All questions are compulsory.
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- 3) Each question carries 10 marks.
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- 5) Support your answer 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 permitted.
- 9) No graph paper will be supplied.

- Q1) a) You are the marketing manager for a shampoo brand in the market. You wish to conduct a research to find out what is current perception of consumers about your brand vis-à-vis other brands (competitor). You also want to know the most important factors buyers consider while buying a brand of shampoo.

You are asked to do research on this. Prepare research proposal for the same. [10]

OR

- b) What is Business intelligence ? Explain in detail significance of Business Intelligence in today's competitive business world. [10]

- Q2) a) i) An automobile manufacturer observes the demand for its brand is decreasing. Manufacturer knows that demand for its product is linked with per capita income, interest rate & other macro economic factors. Further, buyer purchase behavior can be linked with age, gender, education etc. as well as competitor's advertising product or dealer discounts etc. Suppose manufacturer hired you as a research consultant to solve his marketing problem.

Suggest two tentative hypotheses so as to check the same with research data later on. [5]

P.T.O.

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- ii) "Vijay Auto" one of the leading automobile company in India, lost market share to its competitor. In order to regain its market share, the company plans to find out the reason for its failure in the market. You are appointed as researcher.

Questions.

- 1) What type of research design would you prefer ? Support your answer with reasons.
- 2) State the sources through which Vijay Auto primary data.

[5]

OR

- b) Differentiate between exploratory, descriptive & experimental research design.

[10]

- Q3) a) What is Secondary data ? Explain various five sources of secondary data. Also explain advantages of secondary data in today's business.[10]

OR

- b) A consumer durable company is planning to launch a new type washing machine. The company would like to have information about how consumers select a brand of washing machine.

Prepare a sample questionnaire to collect relevant data from consumers.

[10]

- Q4) a) Identify with a brief reasoning each of sampling methods.

- i) The population of interest is in the alphabetically order. Starting with 7th name, every 10th member thereafter was selected as a member of the sample. The sample, therefore, consisted of numbers 7, 17, 27, 37 and so on.
- ii) A large zone was divided into 20 smaller areas. Then, four of these areas were selected at random, and residents in these four areas were interviewed.
- iii) Executives were divided into four groups. Random samples were taken from each of these groups.
- iv) Exit interview of customer at Mall.

[10]

OR

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b) Define the following with example.

- i) Sampling frame
- ii) Census
- iii) Sampling error
- iv) Non - sampling error
- v) Sampling unit

[10]

Q5) a) i) The following table gives the number of good & defective items produced by each of the three shifts in a factory:

Shift	Good	Defective
Day	900	130
Evening	700	170
Night	400	200

Test the hypothesis whether there is any association between the shift & the quality of the parts produced ? Use a 0.05 level of significance.

Given that Calculated chi - square = 101.86

Tabulated chi - square = 5.991

ii) In a study of job satisfaction, a series of tests was administered to 50 subjects. The following data were obtained; higher scores represent greater satisfaction.

87, 76, 67, 58, 92, 59, 41, 50, 90, 75, 80, 81, 70,

73, 69, 61, 88, 46, 85, 97, 50, 47, 81, 82, 75, 60,

65, 92, 77, 71, 70, 74, 53, 43, 61, 89, 84, 83, 70,

46, 84, 76, 78, 64, 69, 76, 78, 67, 74, 64,

Construct a stem and leaf display and interpret.

[5]

OR

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b) Interpret the following findings of the study.

- i) Average shirt size of Indian male is 40
- ii) Correlation coefficient between Indian consumer's income & expenditure is 0.73
- iii) Median salary of IT employee in India is Rs. 6,00,000 per annum.
- iv) Regression equation is $Y = 2 + 3X$

where Y : Customer satisfaction

X : Quality of product

v) Consider data related to customer satisfaction.

Category of Customer	No. of Customers
Highly satisfied	200
Satisfied	75
Unsatisfied	30
Highly unsatisfied	25

[10]

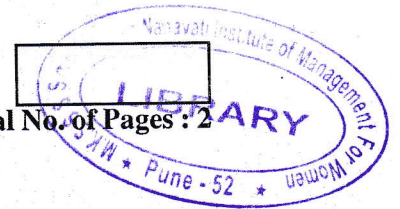
Total No. of Questions : 5]

P2204

SEAT No. :

[Total No. of Pages : 2

May 17



[5165] -1004

MBA (Semester - I)

104 : BUSINESS RESEARCH METHODS
(2016 Pattern)

Time : 2½ hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) All questions are compulsory.
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- 3) Each question carries 10 marks.
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- 5) Support your answers with suitable live examples.
- 6) Your answers should be specific & to the point.
- 7) Draw neat diagram and Illustrations supportive to your answers.
- 8) Use of sample calculator is permitted.

Q1) a) Define Research and explain why should we study business research? [10]

OR

- b) With the increasing disposable income the life style of the urban youths is changing. They require different places to "hang out" and socialise. This has helped the multiplex industry. This industry not only offers movies but host of food courts & gaming zones. A multinational chain of multiplex is planning to enter & start a multiplex in your city. It has interested you with carrying out a research to find out customers' expectations from the multiplex prepare a research proposal to be submitted to the organization. [10]

Q2) a) What is descriptive research design? What are its types & state its advantages. [10]

OR

- b) Propose a null and alternative hypothesis for the following research specifying which B independent variable & which is dependent variable.
- i) Shoplifting incidences and the presence of video surveillance cameras.
 - ii) Expenditure on advertisements and sales of the products. [10]

May 17

Q3) a) What is concept of measurement? Explain in details levels of measurement with examples? [10]

OR

- b) Prepare a question are for any one of the following situation. [10]
- To conduct a survey on utilization of mobile banking APP.
 - To collect the feed back of customers for online recharge services provided by the XYZ telecom company.

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

- Judgement sampling
- Convenience sampling
- Purposive sampling
- Quota sampling

OR

- b) What is the sampling design that you would suggest for the following? why? [10]
- A survey to estimate the usage of laptops by students in post graduate colleges.
 - Customers buying behaviour in malls.

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

Wages in (Rs.'00')	0-10	10-20	20-30	30-40	40-50	50-60
No. of workes	2	4	11	15	25	18

Also find mode from the histogram.

OR

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



Total No. of Questions : 5]

P3872

SEAT No.



[Total No. of Pages : 3

Dec- 2016

[5070]-5004

M.B.A. (Semester - I)

104 : BUSINESS RESEARCH METHODS

(2016 Pattern)

Time : 2.½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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- 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.

Dec-2016

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.
- To study consumer buying behaviour towards mall shopping experience.
 - To collect feedback of customers for Hotel.

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

- Population
- Sampling
- Sampling error
- Non-sampling error

OR

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

