Total No. of Questions : 10]

SEAT No. : ☐

P4722

[5659]-1004

[Total No. of Pages : 2

M.B.A.

104- BUSINESS RESEARCH METHODS

(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 tendancy? 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]**

✿   ✿   ✿