[5565]-1004

M.B.A.

104 : BUSINESS RESEARCH METHODS

(Semester - I)

Time : 2½ Hours]   **[Max. Marks : 50**

Instructions to the candidates:

1) *All questions are compulsory.*
2) *Each question has an internal option.*
3) *Each question carries 10 marks.*
4) *Figures to the right indicate marks for that question/subquestion.*
5) *Support your answers with suitable line examples.*
6) *Your answers should be specific and to the point.*
7) *Draw neat diagram & illustrations supportive to your answer.*
8) *Use of simple calculator is permitted.*

Q1) a) Briefly describe the steps involved in research process. **[10]**

OR

b) Draft a research proposal for any one of the following **[10]**

i) An airline company interested in evaluating the effectiveness of its services.

ii) To study the growing demand pattern for organic fruits & vegetables in domestic Indian market.

Q2) a) Explain the following terms with example. **[10]**

i) Independent variables
ii) Dependent variable
iii) Concomitant variable
iv) Extraneous variable

OR

b) What is hypothesis? What are the good qualities of hypothesis? Give one example for hypothesis. **[10]**

P.T.O.

Q3) a) Write in details : **[10]**
    i) Likert scales.
    ii) Semantic differential scales.
    iii) Constant sum scales.
    iv) Graphic Rating scales.

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

  b) Prepare a questionnaire for any one of the following situation. **[10]**
    i) To conduct a study on job satisfaction in company.
    ii) To study need and importance of public transport system in your city.

Q4) a) What is sample? Explain sampling errors & non sampling error in details. **[10]**

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

  b) Write in detail probability sampling. **[10]**

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

Wt. in kg	30-35	35-40	40-45	45-50	50-55	55-60	60-65
No. of students	3	5	12	18	14	6	2

Also find mode from the Histogram.

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

  b) Explain the structure of research report & characteristics of good Research reports. **[10]**

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