

Total No. of Questions : 5]

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[6430]-4

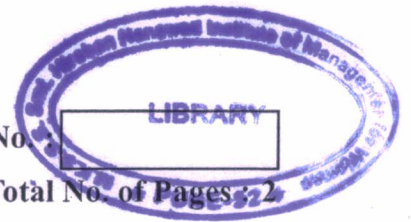
First Year M.B.A.

104 - GC - 04 : BUSINESS RESEARCH METHODS

(Revised 2019 Pattern) (Semester-I)

SEAT No.

[Total No. of Pages : 2]



Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) *Attempt all the questions.*
- 2) *All Questions carry equal marks.*
- 3) *Figures to the right indicate full marks.*

Q1) Solve any Five :

[5×2=10]

- a) Define Business Research.
- b) Define Research Design.
- c) What is Interval Scale?
- d) What is Experimental Research?
- e) Median v/s Mode : Differentiate.
- f) What is the significance of primary data?
- g) Define Concept of Measurement.

P.T.O.



Q2) Solve any two :

[2×5=10]

- a) Probability Sampling v/s Non probability sampling: Differentiate
- b) Differentiate between descriptive research and experimental research.
- c) Differentiate between Rating & Ranking scale with example.

Q3) a) What is Concept of measurement? Explain in details levels of Measurement with suitable examples. [10]

OR

b) Explain types of probability sampling with suitable examples. [10]

Q4) a) Explain the sources of primary data and secondary data in detail. [10]

OR

b) Explain types of non probability sampling with suitable examples. [10]

Q5) a) Explain the Structure of research proposal. [10]

OR

b) Develop a questionnaire for collecting data on a survey to estimate usage of Smartphone by senior citizens at your community. [10]



Total No. of Questions : 5]

SEAT No. :

PC-3009

[Total No. of Pages : 2

[6380]-1004

First Year M.B.A.

104-GC-04 : BUSINESS RESEARCH METHODS

(Revised 2019 Pattern) (Semester-I)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) All questions are compulsory
- 2) Figures to the right indicate marks.
- 3) Answers to the questions should be specific & to the point.
- 4) Draw sketches wherever necessary with pencils.
- 5) Graph paper will not be provided.

Q1) Attempt any Five :

[10]

- a) Define Hypothesis.
- b) List the Parametric tests
- c) Define Research Design
- d) List the types of Hypothesis
- e) List the attitude scaling techniques.
- f) List the types of Probability Sampling
- g) Describe the characteristics of good research report.
- h) Define Reliability.

Q2) Attempt any Two :

[10]

- a) Differentiate between Probability and Non-Probability sampling.
- b) Differentiate between Null and Alternate Hypothesis
- c) Describe the statistical tools used in Business Research. Explain any one in detail.

Q3) Attempt any One :

[10]

- a) Design a questionnaire to find the effectiveness hybrid work mode on employee productivity.
- b) Develop a suitable sample design to assess the customer satisfaction w.r.t four-wheeler brand of a company.

P.T.O.

Q4) Attempt any One :

[10]

- a) Prepare an hypothesis (null & alternate) for following situations.
 - i) Researcher wants to understand the effects of pandemic on stress level of employees in IT sector.
 - ii) Researcher wants to understand the impact of GST on Indian economy.
- b) The frequency distribution is given in the table. Construct a histogram and determine the mode.

| Marks | 20-25 | 25-30 | 30-35 | 35-40 | 40-45 | 45-50 | 50-55 | 55-60 |
|---------------|-------|-------|-------|-------|-------|-------|-------|-------|
| No of Persons | 50 | 70 | 80 | 180 | 150 | 120 | 70 | 50 |

Q5) Attempt any One :

[10]

- a) Develop a research proposal to Assessing the Effectiveness of Employee Training and Development Programs on Organizational Performance.
- b) Develop a research proposal to examine the effects of Work-Life Balance Policies on Employee Satisfaction and Retention.

Total No. of Questions : 5]

SEAT No. :

[Total No. of Pages : 2

PB-2051

[6201]-104

F.Y.M.B.A

104GC - 04 : Business Research Methods
(Pattern 2019 Revised) (Semester - I)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) All questions are compulsory.
- 2) Figures to the right indicate marks for questions/sub question.
- 3) Answer to the questions should be specific & to the point.
- 4) Draw sketches wherever necessary with pencils.
- 5) Graph paper will not provided.

Q1) Attempt any Five

[10]

- a) Define Hypothesis.
- b) List the Parametric tests.
- c) Define Research Design.
- d) List types of Variables.
- e) List the attitude scaling techniques.
- f) List the types of Probability Sampling.
- g) Describe the characteristics of good research report.
- h) Define Reliability.

Q2) Attempt any Two

[10]

- a) Differentiate between Primary and Secondary data.
- b) Differentiate between Null and Alternate Hypothesis.
- c) Explain the concept, purpose of Research Design.

Q3) Attempt any One

[10]

- a) Design a questionnaire to find the Financial awareness among Youngsters
- b) Develop a suitable sample design to assess the need of a MBA degree for getting placed in an MNC.

P.T.O



Q4) Attempt any One

[10]

- a) Prepare an hypothesis (null & alternate) for following situations.
- i) Researcher wants to understand the impact of pricing on a product
 - ii) The impact of brand and the willingness to pay by the consumers.
- b) The frequency distribution is given in the table. Construct a histogram and determine the mode.

| | | | | | | | | |
|---------------|-------|-------|-------|-------|-------|-------|-------|-------|
| Marks | 20-25 | 25-30 | 30-35 | 35-40 | 40-45 | 45-50 | 50-55 | 55-60 |
| No of Persons | 50 | 70 | 80 | 180 | 150 | 120 | 70 | 50 |

Q5) Attempt any One

[10]

- a) Develop a research proposal to explore the relationship between CSR practices and Consumer practices
- b) Develop a research proposal for a Super Market in India to find out customer satisfaction level.



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Total No. of Questions : 5]

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SEAT No. :

[Total No. of Pages : 2

[6118]-1004

M.B.A. - I

**104 - GC-04 : BUSINESS RESEARCH METHODS
(2019 Revised Pattern) (Semester-I)**

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) *All questions are compulsory.*
- 2) *Figures to the right indicate marks for questions/sub question.*
- 3) *Answers to the questions should be specific & to the point.*
- 4) *Draw sketches wherever necessary with pencils.*
- 5) *Graph paper will not be provided.*

Q1) Attempt any Five.

[10]

- a) Define Hypothesis.
- b) List the Parametric tests.
- c) Define Research Design.
- d) List the types variables.
- e) List the attitude scaling techniques.
- f) List the types of Probability Sampling.
- g) Describe the characteristics of good research report.
- h) Define Reliability.

Q2) Attempt any Two.

[10]

- a) Differentiate between probability and Non-Probability sampling.
- b) Differentiate between Null and Alternate Hypothesis.
- c) Explain the concept, purpose or Research Design.

Q3) Attempt any One.

[10]

- a) Design a questionnaire to assess the usage of Electric vehicles in Pune city.
- b) Develop a suitable sample design to assess the women entrepreneurs in your Pune.

P.T.O.

Q4) Attempt any One.

[10]

- a) Prepare an hypothesis (null & alternate) for following situations.
- Researcher wants to understand the effects of pandemic on stress level of employees in IT sector.
 - Researcher wants to understand the work attitude due to imbalance work life.
- b) The frequency distribution is given in the table. Construct a histogram and determine the mode.

| Marks | 20-25 | 25-30 | 30-35 | 35-40 | 40-45 | 45-50 | 50-55 | 55-60 |
|---------------|-------|-------|-------|-------|-------|-------|-------|-------|
| No of Persons | 50 | 70 | 80 | 180 | 150 | 120 | 70 | 50 |

Q5) Attempt any one.

[10]

- Develop a research proposal to Assessing the Effectiveness of Employee Training and Development Programs on Organizational Performance.
- Develop a research proposal to examine the effects of Work-life Balance Policies on Employee Satisfaction and Retention.