

Total No. of Questions : 5]

**PD2682**

**[6430]-4**

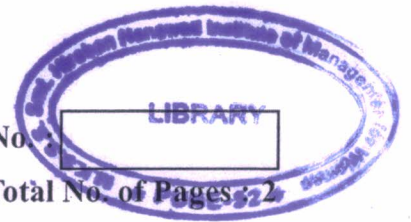
**First Year M.B.A.**

**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]

