

Total No. of Questions : 10]

P4722

SEAT No. :

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[5659]-1004

M.B.A.

104- BUSINESS RESEARCH METHODS

(2016 Pattern) (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 questionnaire 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]

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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 tendency? What is cross-tabulation? Give the types of correlation. [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]

