



K. K. Wagh Institute of Engineering Education & Research, Nashik
(An Autonomous Institute From A.Y. 2022-23)

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| | SUMMER-2023 | | |
| | Exam Seat No.: | | |
| | Academic Year:2022-2023 | Semester: II | |
| | Name of Programme: MBA | Pattern:2022 | |
| | Name of Course: Business Research Methods | Course Code:MBA22 2 02 | |
| | Max. Marks:60 | Duration:2.50 | |

Instructions: Candidates should read carefully the instructions printed on the Question Paper and on the cover page of the Answer Book, which is provided for their use.

1. This question paper contains 3 page(s).
2. Answer to each new question is to be started on a new page.
3. Assume suitable data wherever required, but justify it.
4. Draw the neat labelled diagrams, wherever necessary.
5. The last columns indicates the Course Outcome and level of Blooms Taxonomy of the Question/sub-question
6. In question number 3,4,and 5, answer any one from (a) or (b) and any one from (c) or (d)

Question No. 1 Attempt following Question

1 Define Research. What is the purpose of Business Research? (6) CO1

Question No. 2 Attempt following Question

2 Explain Dependent and Independent Variable with examples. (6) CO1

Question No. 3 Attempt following Question

3.a) What is Primary data? Explain the difference between Primary data and Secondary Data. (8) CO2

OR

3.b) Prepare a questionnaire to conduct a study on the job satisfaction of a Company (8) CO2

3.c) Propose a null and alternative hypothesis for the following research specifying the independent variable & dependent variable. (8) CO3
i) To study employee satisfaction among the employees of small scale company of 100 employees about employee welfare policies.

OR

- 3.d) Prepare a questionnaire to determine how households plan to buy and use major appliances. This questionnaire is to be used in national wide study. (8) CO3

Question No. 4 Attempt following Question

- 4.a) What kind of Sampling scheme you will choose for the following situation? Give proper explanations for it.
- i) A survey of households in a city to determine the number of children eligible for primary education but not yet enrolled. (8) CO4
- ii) A national chain store wants to determine the shopping behavior of customers.

OR

- 4.b) Explain the following term with Example:
- i) Systematic Sampling (8) CO4
- ii) Stratified Sampling

- 4.c) Prepare a research proposal on Pune based households about their interest in home gardening (8) CO4

OR

- 4.d) List and scrutinize any four Non probability sampling methods with their relative merits and drawbacks. (8) CO4

Question No. 5 Attempt following Question

- 5.a) Draw Histogram of the following data and also find mode from the histogram.

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|-----------------|------|-------|-------|-------|-------|-------|-------|
| Marks Obtain | 0-10 | 10-20 | 20-30 | 30-40 | 40-50 | 50-60 | 60-70 |
| No. of students | 3 | 5 | 13 | 16 | 25 | 18 | 20 |

(8) CO5

OR

- 5.b) Prices of share (in) of a company on the different days in a month were found to be 66, 65, 69, 70, 69, 71, 70, 63, 64 and 68. Examine whether the mean price of shares in the month is different from 65. You may use 10 per cent level of significance. (Critical t- value is -1.833 and +1.833). Frame the Null and Alternative Hypothesis. Give the interpretation. (8) CO5
- 5.c) Principal at school claims that students in his school are above average intelligence and a random sample of 30 students IQ scores have a mean score of 112.5 and mean population IQ is 100 with a standard deviation of 15. Is there sufficient evidence to support the principal claim?(Critical Z- Value is 1.96). Frame the Null and Alternative Hypothesis. Give the interpretation. (8) CO5

OR

- 5.d) Explain the structure and characteristics of Good Research Report with example. (8) CO5