



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

	WINTER-2023		
	Exam Seat No.:		
	Academic Year:2023-2024	Semester:II	
	Name of Programme: MBA	Pattern:2022	
	Name of Course: Business Research Methods	Course Code:MBA22202	
	Max. Marks:60	Duration:2hrs. 30min.	

	<p>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.</p> <ol style="list-style-type: none">1. This question paper contains 3 pages.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. Question No. 1 and 2 are compulsory. Attempt two questions either a or b and c or d in Question NO. 3,4,5	
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Question No. 1 Attempt following Question

- 1a) List the stages in the Research process. (6)

Question No. 2 Attempt following Question

- 2a) Define Research design. Explain descriptive type of research and Exploratory type of research. (6)

Question No. 3 Attempt following Question

- 3a) Which are the most commonly used measurement scales. Explain nominal scale and ordinal scale in detail. (8)

OR

- 3b) Draft a questionnaire to determine the attitude of buyers towards online shopping experience. (8)
- 3c) Propose a null and alternative hypothesis for the following research specifying the independent variable & dependent variable. (8)
- i) Childhood obesity is tied to time spend in playing video games.

OR

- 3d) Prepare a questionnaire for the survey of food habits of working females visiting fitness centres. (8)

Question No. 4 Attempt following Question

- 4a) What kind of Sampling scheme you will choose for the following situation? Give proper explanations for it. (8)

- i) An all India survey to find out the profile of households who has more than one television set.
ii) A survey of food habits of working females visiting fitness centres.

OR

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

- 4c) Differentiate between Probability and Non- Probability Sampling. (8)

OR

- 4d) Design a research proposal status how psychology can help improve education. (8)

Question No. 5 Attempt following Question

- 5a) There were two types of drugs (1 and 2) that were tried on some patients for reducing weight. There were 8 adults who were subjected to drug 1 and seven adults who were administered drug 2. Critical value of t is 2.16. The decrease in weight (in pounds) is given below: (8)

Drug 1	10	8	12	14	7	15	13	11
Drug 2	12	10	7	6	12	11	12	-

OR

- 5b) The monthly profit (in Rs) of 100 shops are distributed are as follows: Draw histogram of the following data. (8)

Profit Per Shop	0-100	100-200	200-300	300-400	400-500	500-600
No. Of Shops	12	18	27	20	17	06

Determine mode of the distribution graphically.

- 5c) The demand for a particular spare part in factory was found to (8)

of the days of the week. Given chi square calculate = 0.179. vary from day to day. In sample study the following information was contained.

Day	Mon	Tue	Wed	Thu	Fri	Sat
No. of parts demanded	1124	1125	1110	1120	1126	1115

Prepare the hypothesis and interpret whether the number of parts demanded are independent Critical chi square at 0.05 (5df) table value = 11.07 comment on whether hypothesis is accepted or rejected with justification.

OR

5d) Explain the structure of Research report and the characteristics of good Research report?

(8)