



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

WINTER-2025	
Exam Seat No.:	
Academic Year:2025-2026	Semester:II
Class:PG-I	Program:MBA
Branch Code:10	Pattern:2024
Name of Course:Business Research Methods	Course Code:2410516
Max. Marks:60	Duration:2.30 Hrs.

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. Q1 and Q2 are compulsory. Solve anyone from a or b and c or d for Q3 to Q5.

Marks CO

Question No. 1

- 1a) Explain various trends in business research (6) CO1

Question No. 2

- 2a) Explain Exploratory research design (6) CO2

Question No. 3

- 3a) Write down advantages and disadvantages of secondary data. (8) CO3

OR

- 3b) Form a questionnaire for analysis of success Maverick 2024 event. Also to find out very famous game. (8) CO3

- 3c) Explain Type I error and Type II error with the help of an example. (8) CO3

OR

- 3d) To make a prediction of GS of the university plan your strategy to predict the GS. Also mention why we need to consider Type I and Type II error concept while analysing the data. (8) CO3

Question No. 4

- 4a) There are 60 students in each of the below department. Civil (C1 to C60), MBA (M1 to M60), ENTC (E1 to E60) and Chemical (CH1 to CH60) Computer (CO1 to CO60). Draw random sample of 10 students using below sampling methods. (Write down sample points for each method) (8) CO4

- 1) SRSWR
- 2) Systematic Sampling
- 3) Stratified Random Sampling
- 4) Cluster Sampling

OR

- 4b) MBA department wants to conduct a survey to find out the students opinion about new smartphones in the market. There are 5 divisions A, B, C, D in MBA department having 50 students in each of the division. (A1 to A50, B1 to B50 etc) Select 25 students for the survey by below methods. (Write down sample points for each method) (8) CO4

- 1) Stratified Random Sampling
- 2) Systematic sampling
- 3) Cluster sampling
- 4) SRSWOR

- 4c) For the following data, calculate the coefficient of Rank Correlation. (8) CO4

X	80	91	99	71	61	81	70	59
Y	123	135	154	110	105	134	121	106

OR

- 4d) Ten students got the following percentage of marks in the BRM and Economics (8) CO4

BRM	8	36	98	25	75	82	92	62	65	35
ECO	84	51	91	60	68	62	86	58	35	49

Find the coefficient of rank correlation.

Question No. 5

- 5a) A test was conducted for the students before and after the training. The test score were recorded for the comparison purpose. Below table gives the test score. (8) CO5

Candidate	A	B	C	D	E
Marks before training	35	40	30	32	25
Marks after training	40	38	32	40	25

Test whether the training provided was effective or not with 5% level of significance. $T_{\alpha} = 1.1.96$

OR

- 5b) Theatre manager started a special scheme to attract the customers. Below data shows the customers occupancy before and after the scheme for 5 theatres. (8) CO5

Theatre	Vikas	Vijay	Mamata	Cinemax	Divya
Marks before training	100	90	120	125	90
Marks after training	140	98	132	130	80

Test whether the scheme is effective or not with 1% level of significance. $T_{\alpha} = 2.58$.

- 5c) Solve the following. (8) CO5

Before an increase in excise duty on tea 400 people out of a sample of 500 persons were found to be tea drinkers. After an increase in the duty, 400 were known to be tea drinkers out of 600. Do you think that there has been a significant decrease in the consumption of tea after increase in excise duty? Use 5 % los. Take $Z_{\alpha} = 1.645$.

OR

- 5d) In a random sample of 500 persons 200 were found to be consumer of vegetable oil. In another sample of 400 persons from Gujarat 200 are found to be consumer of vegetable oil. Discuss whether the data reveal a significant difference between Maharashtra and Gujarat so far as the proportion of veg oil consumer is concerned. $Z_{\alpha} = 2.58$ (8) CO5

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