



**K. K. Wagh Institute of Engineering Education and Research,  
Nashik**

(An Autonomous Institute from A. Y. 2022-23)

**Marking Scheme**

**End-Sem Examination-II, Summer 2025**

|                          |                      |
|--------------------------|----------------------|
| Academic Year: 2025-2026 | Semester: II         |
| Class: FYMBA             | Program: MBA         |
| Branch Code: 10          | Pattern: 2022        |
| Name of Course: BRM      | Course Code: 2410516 |

| <b>Q. No.</b> | <b>Details</b>  |
|---------------|---|
| <b>Q.1</b>    | Explain various trends in business research<br><b>1 Mark for 2 trends</b>   |
| <b>Q.2</b>    | Explain Exploratory research design<br><b>Concept : 3 Marks</b><br><b>Data collection Method : 3 marks</b>  |
| <b>Q.3</b>    | a) Write down advantages and disadvantages of secondary data.<br><b>Per advantage : 1 Mark</b><br><b>Per Disadvantage : 1 Mark</b><br><b>OR</b>   |
|               | b) Form a questionnaire for analysis of success Maverick 2024 event. Also to find out very famous game.<br><b>3 question : 2 Marks</b>  |
|               | c) Explain Type I error and Type II error with the help of an example.<br><b>Type I : 4 marks</b><br><b>Type II : 4 marks</b><br><b>OR</b>  |
|               | d) 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.<br><b>Strategy : 4 Marks</b><br><b>Type I : 2 marks</b><br><b>Type II : 2 marks</b> |



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Q.4

a) 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). Draw random sample of 10 students using below sampling methods. ( Write down sample points for each method)

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

**Per Sampling : 2 Marks**

**OR**

b) 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)

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

**Per Sampling : 2 Marks**

c) For the following data, calculate the coefficient of Rank Correlation.

|          |     |     |     |     |     |     |     |     |
|----------|-----|-----|-----|-----|-----|-----|-----|-----|
| <b>X</b> | 80  | 91  | 99  | 71  | 61  | 81  | 70  | 59  |
| <b>Y</b> | 123 | 135 | 154 | 110 | 105 | 134 | 121 | 106 |

**Ranking : 2 Marks**

**Formula : 3 Marks**

**Calculation : 3 marks**

**OR**

d) Ten students got the following percentage of marks in the BRM and Economics

|            |    |    |    |    |    |    |    |    |    |    |
|------------|----|----|----|----|----|----|----|----|----|----|
| <b>BRM</b> | 8  | 36 | 98 | 25 | 75 | 82 | 92 | 62 | 65 | 35 |
| <b>ECO</b> | 84 | 51 | 91 | 60 | 68 | 62 | 86 | 58 | 35 | 49 |

Find the coefficient of rank correlation.

**Ranking : 2 Marks**



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**Formula : 3 Marks**  
**Calculation : 3 marks**

a) 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.

| 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.

**Hypothesis : 2 Marks**  
**Tailed : 1 mark**  
**Test Statistic : 2 mark**  
**Answer : 2 Mark**  
**Comparison: 1 Mark**

**OR**

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

**Q.5**

| 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.

**Hypothesis : 2 Marks**  
**Tailed : 1 mark**  
**Test Statistic : 2 mark**  
**Answer : 2 Mark**  
**Comparison: 1 Mark**

c) Solve the following.

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



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consumption of tea after increase in excise duty? Use 5 % los. Take  $Z_{\alpha} = 1.645$ .

**Hypothesis : 2 Marks**

**Tailed : 1 mark**

**Test Statistic : 2 mark**

**Answer : 2 Mark**

**Comparison: 1 Mark**

**OR**

d) 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.

**Hypothesis : 2 Marks**

**Tailed : 1 mark**

**Test Statistic : 2 mark**

**Answer : 2 Mark**

**Comparison: 1 Mark**