



**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:2022
Name of Course: Business Research Methods	Course Code:MBA22202
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 a or b and c or d for Q3 to Q5.

**Marks CO**

**Question No. 1**

- 1a) Write the note on Scientific Methods of Research. (6) CO1

**Question No. 2**

- 2a) A researcher wants to conduct the research but he doesn't know the difference between Quantitative and Qualitative research. Can you help him? (6) CO2

**Question No. 3**

- 3a) Construct the questioner to check the impact of chat GPT on students thinking ability (8) CO3

**OR**

- 3b) Construct the questioner to check the Public perception of gender equality at workplaces. (8) CO3

- 3c) Explain types of variables with the help of an example. (8) CO3

1) Nominal Variable

2) Ratio Variable

3) Interval Variable

4) Ordinal Variable

**OR**

- 3d) Explain the Hypothesis concept with help of examples. Also write down the steps to solve hypothesis problems with example. (8) CO3

**Question No. 4**

- 4a) A researcher is having the data of samples for given time period. (8) CO4

10 AM – 12 PM

12 PM – 2 PM

2 PM – 4 PM

4 PM – 6 PM

6 PM – 8 PM

Each time period is having the data of 8 samples. Draw 10 samples for the final analysis using below methods.

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

**OR**

- 4b) Find out rank correlation for above data. (8) CO4

Sr No	Maths Marks	Stat Marks
1	20	12
2	11	14
3	16	15
4	18	15
5	11	20
6	18	12

- 4c) Suppose FDA wants to conduct the food quality survey for below companies. So government collected data of 10 samples from each of the below companies. (8) CO4

KFC

MAC D

Sagar Sweets

Nandan

Nehate

Draw 15 samples for analysis using below methods.

- 1) Convenient sampling
- 2) Systematic Sampling
- 3) SRSWOR
- 4) Cluster sampling

**OR**

- 4d) Find out regression line for below data to find out the value of Y when X = 30. (8) CO4

Sr no	X	Y
1	10	25
2	20	35

3	15	40
4	14	15
5	18	40
6	30	?

**Question No. 5**

- 5a) In hospital 520 males and 700 females were born. Do this figure confirm the hypothesis that male and female born in equal number.  $Z\alpha = 1.96$  (8) CO5

**OR**

- 5b) A manager claims that only 8% of the goods are defective, In a random sample of 900 units 70 are found defective. Check whether the claim made by manager is true or false.  $Z\alpha = 1.96$  (8) CO5
- 5c) In a random sample of 500 person from Nashik 350 consumes Maggie. From another random sample of 800 from Pune 500 consumes Maggie. Check whether there is significant difference between persons regarding consumption of Maggie.  $Z\alpha = 1.96$  (8) CO5

**OR**

- 5d) Below table shows the after and before sugar level of the patients. (8) CO5

Sr No	1	2	3	4	5	6	7
Before	140	112	115	120	98	95	100
After	120	120	100	112	110	111	95

Check whether the medicine is effective in lowering the sugar level or not.  $Z\alpha = 2.447$

..... End of question paper.....