

Total No. of Questions : 5]

SEAT No. :

PD3938

[Total No. of Pages : 2

[6431]-206

F.Y.M.B.A. (HRD)

BRM 556 MJ 206 (RM-01): BUSINESS RESEARCH

METHODOLOGY

(2024 Credit Pattern) (Semester - II)

Time : 2 Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) *All questions are compulsory.*
- 2) *Figures to the right indicate full marks.*

Q1) Attempt Any Five out of Eight questions:

[10]

- a) List the advantages of Good Research Design.
- b) Define Hypothesis.
- c) List the Types of Variables.
- d) What is Reliability and Validity?
- e) Research problem is selected from the standpoint of:
 - i) Researcher's interest
 - ii) Financial support
 - iii) Social relevance
 - iv) Availability of relevant literature
- f) Which of the following is the first step in starting the research process?
 - i) Searching sources of information to locate the problem.
 - ii) Survey of related literature
 - iii) Identification of the problem
 - iv) Searching for solutions to the problem
- g) Field-work-based research is classified as:
 - i) Empirical
 - ii) Historical
 - iii) Experimental
 - iv) Biographical
- h) Research can be classified as:
 - i) Basic, Applied and Action Research
 - ii) Philosophical, Historical, Survey and Experimental Research
 - iii) Quantitative and Qualitative Research
 - iv) All of the above

P.T.O.

Q2) Answer any Two out of Three Questions: [10]

- a) Explain the Concept, Purpose of Research Design with suitable example.
- b) Describe Sampling & Non-Sampling error in Research.
- c) Differentiate between Primary and Secondary data.

Q3) Answer any One: [10]

- a) Differentiate between descriptive and exploratory research.

OR

- b) Draft a Questionnaire for Promoting Electric Vehicles for Green and Smart Pune city.

Q4) Answer any One: [10]

- a) Prepare a Hypothesis (Null and Alternate) for the following situations.
 - i) Research wants to know whether using YouTube is a bane or born among young of generations.
 - ii) Researcher wants to understand the effects of stress level of employees in IT sector.

OR

- b) Develop a Research Proposal to Examine the Effects of Work-life Balance Policies on Employee Satisfaction and Retention.

Q5) Answer any One: [10]

- a) Under what circumstances should a researcher use Qualitative Research and Quantitative Research. Explain with example.

OR

- b) The following table gives the distribution of outlay in a Five-year Plan of India under the major heads of development expenditure:

Head	Expenditure in Rs. Cr
Agriculture & Community Development	8,000
Irrigation & Power	4,000
Industry & Mining	7,000
Transport & Communication	5,500
Miscellaneous	2,500
Total	27,000

Represent the information by a Pie chart.

