

Total No. of Questions : 5]

SEAT No. :

P6861

[Total No. of Pages : 2

[5860]-104

F.Y. M.B.A.

104 : GC-04 : BUSINESS RESEARCH METHODS

(2019 Pattern) (Semester - I)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) *All questions are compulsory.*
- 2) *Figures to the right indicate marks for question/sub question.*
- 3) *Answers to the questions should be specific and to the point.*
- 4) *Draw sketches wherever necessary with pencils.*
- 5) *Graph paper will not be provided.*

Q1) Solve any five :

[10]

- a) What is research? Why is research essential in Business, give two reasons? **[2]**
- b) List the stages in the Research process. **[2]**
- c) Discuss the two basic means of obtaining primary Data. **[2]**
- d) Under what circumstance would you recommend stratified and cluster probability sampling. **[2]**
- e) What is Reliability? **[2]**
- f) Mention two major differences between descriptive type of research and Exploratory type of research. **[2]**
- g) Explain in short about cross-sectional study design. **[2]**
- h) What do you understand about extraneous variables? **[2]**

Q2) Solve any two :

[10]

- a) Compare and contrast In-depth Interview with focus groups. **[5]**
- b) What are the advantages of internet-based questionnaires from personal interviewing? **[5]**
- c) What are the scientific differences between nominal, ordinal, interval and ratio scale? **[5]**

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Q3) Solve any one : **[10]**

- a) Develop a questionnaire to determine how households plan to buy and use major appliances. This questionnaire is to be used in national wide study.
- b) What is research hypothesis? What are the good qualities of a hypothesis? Give one example of a hypothesis?

Q4) Solve any one : **[10]**

- a) List and scrutinize any four probability sampling methods with their relative merits and drawbacks.
- b) Prepare a research proposal on Pune based households about their interest in home gardening.

Q5) Solve any one : **[10]**

- a) Draw histogram for the following also find mode from the graph.

Salary '000 in Rs.	30-40	40-50	50-60	60-70	70-80	80-90	90-100
No. of Employees	20	30	60	75	115	100	60

- b) Develop suitable sample design for the following situation.
 - i) To study work-life balance of working women in IT-Industry of Pune. **[5]**
 - ii) To study employee satisfaction among the employees of small scale company of 100 employees about employee welfare policies. **[5]**

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