

Total No. of Questions : 5]

SEAT No. :

P7871

[Total No. of Pages : 2

[6118]-1004

M.B.A. - I

104 - GC-04 : BUSINESS RESEARCH METHODS

(2019 Revised 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 questions/sub question.*
- 3) *Answers to the questions should be specific & to the point.*
- 4) *Draw sketches wherever necessary with pencils.*
- 5) *Graph paper will not be provided.*

Q1) Attempt any Five.

[10]

- a) Define Hypothesis.
- b) List the Parametric tests.
- c) Define Research Design.
- d) List the types variables.
- e) List the attitude scaling techniques.
- f) List the types of Probability Sampling.
- g) Describe the characteristics of good research report.
- h) Define Reliability.

Q2) Attempt any Two.

[10]

- a) Differentiate between probability and Non-Probability sampling.
- b) Differentiate between Null and Alternate Hypothesis.
- c) Explain the concept, purpose or Research Design.

Q3) Attempt any One.

[10]

- a) Design a questionnaire to assess the usage of Electric vehicles in Pune city.
- b) Develop a suitable sample design to assess the women entrepreneurs in your Pune.

P.T.O.

Q4) Attempt any One.

[10]

- a) Prepare an hypothesis (null & alternate) for following situations.
 - i) Researcher wants to understand the effects of pandemic on stress level of employees in IT sector.
 - ii) Researcher wants to understand the work attitude due to imbalance work life.
- b) The frequency distribution is given in the table. Construct a histogram and determine the mode.

Marks	20-25	25-30	30-35	35-40	40-45	45-50	50-55	55-60
No of Persons	50	70	80	180	150	120	70	50

Q5) Attempt any one.

[10]

- a) Develop a research proposal to Assessing the Effectiveness of Employee Training and Development Programs on Organizational Performance.
- b) Develop a research proposal to examine the effects of Work-life Balance Policies on Employee Satisfaction and Retention.

★ ★ ★