

Total No. of Questions : 5]

SEAT No. :

PB-2051

[Total No. of Pages : 2

[6201]-104

F.Y.M.B.A

**104GC - 04 : Business Research Methods
(Pattern 2019 Revised) (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) *Answer to the questions should be specific & to the point.*
- 4) *Draw sketches wherever necessary with pencils.*
- 5) *Graph paper will not provided.*

Q1) Attempt any Five

[10]

- a) Define Hypothesis.
- b) List the Parametric tests.
- c) Define Research Design.
- d) List types of 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 Primary and Secondary data.
- b) Differentiate between Null and Alternate Hypothesis.
- c) Explain the concept, purpose of Research Design.

Q3) Attempt any One

[10]

- a) Design a questionnaire to find the Financial awareness among Youngsters
- b) Develop a suitable sample design to assess the need of a MBA degree for getting placed in an MNC.

P.T.O

Q4) Attempt any One

[10]

- a) Prepare an hypothesis (null & alternate) for following situations.
 - i) Researcher wants to understand the impact of pricing on a product
 - ii) The impact of brand and the willingness to pay by the consumers.
- 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 explore the relationship between CSR practices and Consumer practices
- b) Develop a research proposal for a Super Market in India to find out customer satisfaction level.

