

14 Dec 2023

Total No. of Questions : 5]

SEAT No. :

[Total No. of Pages : 2

P7871

[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.

[10]

Q4) Attempt any One.

- 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.

Total No. of Questions : 5]

PA-4582

SEAT No. :

[Total No. of Pages : 2

[5946]-14

First Year M.B.A.

GC - 04 - 104 : BUSINESS RESEARCH METHODS  
(2019 Revised Pattern) (Semester - I)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) All questions are compulsory.
- 2) All questions carry equal marks.
- 3) Each question has internal option.

Q1) Attempt any five out of eight.

[10]

- a) Define Sample.
- b) Define alternate hypothesis.
- c) Explain the concept of scale.
- d) Define Research Design.
- e) Explain mean, mode, median.
- f) Explain the importance of Research.
- g) Explain the concept of Regression.
- h) Explain application of research in finance.

Q2) Attempt any two out of three.

[10]

- a) Differentiate between descriptive research and exploratory research.
- b) Explain the types of research design in detail.
- c) Explain the scaling methods in research with example.

Q3) Attempt any one.

[10]

- a) Prepare a questionnaire to find the financial awareness in youth.
- b) What is a research hypothesis? What are the good qualities of a hypothesis? Give one example of a hypothesis.

P.T.O.

Q4) Attempt any one.

[10]

- a) Write a research proposal for promoting electronic vehicles for green and smart pure city.
- OR
- b) List and scrutinize any four probability sampling methods with their relative merits and drawbacks.

Q5) Attempt any one.

[10]

- a) Following is the data for marks obtained by 30 students, determine the mode from the graph.

17, 8, 9, 17, 14, 8, 23, 21, 19, 17, 06, 13, 05, 07, 06, 17, 21, 19, 17, 27, 04, 11, 17, 21, 29, 10, 20, 22, 07, 17

OR

- b) A dice is thrown 120 times and frequency of various faces are as follows.

Face No.	1	2	3	4	6	
Frequency	10	15	25	25	15	27

Given: Chisquare calculate is 11.40. Chisquare at 5% level of significance at 5 d.f. is 11.070. Comment whether dice was fair.

Total No. of Questions : 5]

SEAT No. :

[Total No. of Pages : 2

**PA-4156**

[5946]-104

**M.B.A.-I**

**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) Define business research.
- b) List the elements of research report.
- c) Enumerate the types of data.
- d) Enlist probability sampling methods.
- e) Explain mean and mode.
- f) Describe control group and test group in brief.
- g) Enlist types of research design.
- h) Enlist the types of measurement scales.

**Q2) Solve any two:**

**[10]**

- a) Differentiate between qualitative and quantitative research approach.
- b) Differentiate between convenience sampling and purposive sampling methods
- c) Compare personal interview method with telephonic interview method of data collection.

**Q3) Solve any one:**

**[10]**

- a) Prepare the research proposal for the topic "Distribution channel members' (Retailers' and wholesalers') perceptions towards the bathing soap of XYZ company".
- b) The management of one of the BPO (Business process outsourcing) companies identified that the employee turnover is very high in the company management instructed 'HR' department to reduce the attrition rate. Identify management question, research question and investigative questions for the given scenario.

**P.T.O.**

Q4) Solve any one.

[10]

- a) The researcher wants to know in detail about the social networking application Linked In. His aim is to suggest improvements for Linke In for better results. Construct a questionnaire for the survey regarding use of Linked In networking site.
- b) The demand for a particular spare part in factory was found to vary from day to day. In sample study the following information was obtained.

Day	Mon	Tue	Wed	Thu	Fri	Sat
No. of parts demanded	1,124	1,125	1,110	1,120	1,126	1,115

Prepare the hypothesis and interpret whether the number of parts demanded are independent of the days of the week.

Give :-

Chi square calculated = 0.179

Ehisquare at 0.05 (5 d.f)=11.07

Table value

Comment whether hypothesis is accepted or rejected. Justify your comment.

Q5) Solve any one.

[10]

- a) Develop the suitable sampling design for following situations and justify the answer.
- i) To determine the online purchase priority of individuals towards the purchase of household appliance the 'Fridge.
- ii) To study the perception of recruiters (Recruitment decision makers) towards online education( adopted due to covid pandemic and employability of MBA students in comparison with offline education.)
- b) Draw histogram for the following. Also find mode from the graph.

Salary in (00Rs)	30-40	40-50	50-60	60-70	70-80	80-90	90-100
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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]**

*P.T.O.*

[10]

Q3) Solve any one :

- 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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Total No. of Questions : 5]

SEAT No. :

E21138

[Total No. of Pages : 3

P5516

[5659]-5004

First Year Master in Business Administration (M.B.A.)

104 : BUSINESS RESEARCH METHODS

(2019 Pattern) (Semester - I)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) Assume suitable data if necessary.
- 2) Draw neat labeled diagrams wherever necessary.
- 3) Figures to the right indicate full marks.
- 4) All questions are compulsory.
- 5) Graph paper will not be provided.

Q1) Solve any five.

[10]

- a) Define research. State two applications of research in business organisations. [2]
- b) List the types of research design. [2]
- c) Define measurement. List the problems in measurement. [2]
- d) State the advantages of sampling over census. [2]
- e) List the hierarchy of questions in business research. [2]
- f) Describe the concept of moderating and extraneous variables. [2]
- g) Describe paired comparison scale with suitable example. [2]
- h) State the concept of probability sampling and non probability sampling. [2]

Q2) Solve any two.

[10]

- a) Discuss the concept, sources, merits and demerits of secondary data. [5]
- b) Differentiate between correlation and causation. [5]
- c) Discuss cluster sampling and systematic sampling with example. [5]

P.T.O.

**Q3) Solve any one.**

**[10]**

- a) Railway passengers have been facing various problems during travel. You have been assigned the task of finding their problems and expectations from Indian Railways. Design a suitable questionnaire to be used in this study. **[10]**
- b) Sridhar from Bengaluru, had developed an electric car - VERVE. It is fully automatic, no clutch, no gears, two – door hatch back, comfortable seating for four persons with a small turning radius of just 3.5 meters. It runs on batteries and as compared to other electric vehicles, has an on-board charger to facilitate easy charging which can be carried out by plugging into any 15 amp socket at home or work. A full battery charge takes less than seven hours and gives a range of 80 km. A full charge consumes just about 9 units of electricity. Somehow the product did not take off the way he expected. He is contemplating about repositioning and promoting the car. As he stood looking at the car, he knew that there were few questions to which he must find answers before he undertook the repositioning and promotion exercise. What should be the target market? What are the expectations of customers? Is the customer satisfied with the product? Is the customer facing any problems regarding product? What should be the positioning strategy? Was a new brand name or punch line required? Is the price of the product fair? How should the promotions be undertaken? Should he consider a celebrity for promotion? Shridhar has approached your research agency to conduct research. Select and develop appropriate research design. Justify your answer. **[10]**

**Q4) Solve any one.**

**[10]**

- a) A milk producer wishes to test whether the preference pattern of consumers for its products is dependent on income levels. A random sample of 500 consumers gives the following data. **[10]**

Product Preferred

Income

Product A

Product B

Product C

Low

170

30

80

Medium

50

25

60

High

20

10

55

Given that Table/Critical value of Chi-Square at 5% level of significance is 14.860 and Calculated value of Chi-Square is 51.036. Formulate null and alternate hypothesis. Interpret whether the preference patterns are independent of income levels? Justify your answer.

- b) Prepare a research proposal on the topic - 'Perception of viewers towards streaming media i.e. Prime Video, Netflix etc.' [10]

Q5) Solve any one. [10]

- a) Develop suitable sample design for the following situations. Justify your answer. [10]

i) A company has 1000 employees working in four categories. It is interested to conduct survey of its employees to determine their level of satisfaction regarding HR policies.

ii) To study work-life balance of working women in your city.

- b) Draw histogram to represent the following data and find mode graphically. [10]

Salary (in Rs. '00)	10-20	20-30	30-40	40-50	50-60	60-70	70-80
No.of workers	42	38	120	84	48	36	31



Total No. of Questions : 10]

SEAT No. : 

P4722

[Total No. of Pages : 2

[5659]-1004

M.B.A.

**104- BUSINESS RESEARCH METHODS  
(2016 Pattern) (Semester - I)**

Time : 2 ¼ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) Answer any Five questions.
- 2) All questions carry equal marks.

Q1) What is a good research ? How it is related to scientific research? Give an example. [10]

OR

Q2) write a research proposal to test newly launched soft-drink named, "Ishikawa". [10]

Q3) What is good research design? Distinguish between cross sectional and Longitudinal research designs. [10]

OR

Q4) Distinguish between following research designs. [10]

- a) Exploratory Vs Descriptive
- b) Descriptive Vs Causal

Q5) WWW the birth xyz undertaken a project to identify the types of personality and their behaviour. Design a questionnair to fulfil above project. [10]

OR

Q6) List different type of scales to be used in designing a questionnaire and explain with suitable example. [10]

P.T.O.

Q7) Explain non-probability technique with example.

[10]

OR

Q8) Explain the concept of sampling. Define the following.

[10]

- a) Universe
- b) Population
- c) Sampling unit
- d) Sampling frame
- e) Bias

Q9) What are measures of central tendency? What is cross-tabulation? Give the types of correlation.

[10]

OR

Q10) A paired sample t-test is carried out for age and IQ for 30 respondents which comes out to be  $t = 13.89$  at  $P < 0.05$ . Interpret the above results.

[10]



Total No. of Questions : 5]

SEAT No. :

file

P4063

[Total No. of Pages : 2

[5565]-1004

M.B.A.

104 : BUSINESS RESEARCH METHODS

(2016 Pattern) (Semester - I)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) All questions are compulsory.
- 2) Each question has an internal option.
- 3) Each question carries 10 marks.
- 4) Figures to the right indicate marks for that question/subquestion.
- 5) Support your answers with suitable line examples.
- 6) Your answers should be specific and to the point.
- 7) Draw neat diagram & illustrations supportive to your answer.
- 8) Use of simple calculator is permitted.

Q1) a) Briefly describe the steps involved in research process? [10]

OR

- b) Draft a research proposal for any one of the following : [10]
- i) An airline company interested in evaluating the effectiveness of its services.
  - ii) To study the growing demand pattern for organic fruits & vegetables in domestic Indian market.

Q2) a) Explain the following terms with example. [10]

- i) Independent variables
- ii) Dependent variable
- iii) Concomitant variable
- iv) Extraneous variable

OR

- b) What is hypothesis? What are the good qualities of hypothesis? Give one example for hypothesis. [10]

P.T.O.

Q3) a) Write in details :

[10]

- i) Likert scales.
- ii) Semantic differential scales.
- iii) Constant sum scales.
- iv) Graphic Rating scales.

OR

b) Prepare a questionnaire for any one of the following situation. [10]

- i) To conduct a study on job satisfaction in company.
- ii) To study need and importance of public transport system in your city.

Q4) a) What is sample? Explain sampling errors & non sampling error in details. [10]

OR

b) Write in detail probability sampling. [10]

Q5) a) Draw Histogram of the following data. [10]

Wt. in kg	30-35	35-40	40-45	45-50	50-55	55-60	60-65
No. of students	3	5	12	18	14	6	2

Also find mode from the Histogram.

OR

b) Explain the structure of research report & characteristics of good Research reports. [10]



Total No. of Questions : 5]

SEAT No. :

DEC 2018

P2181

[5465]-1004

[Total No. of Pages : 2

M.B.A.

**104 : BUSINESS RESEARCH METHODS  
(2016 Pattern) (Semester - I)**

Time : 2¼ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) All questions are compulsory.
- 2) Each question carries 10 marks.
- 3) Each question has an internal option.
- 4) Figures to the right indicate marks for that questions /sub question.
- 5) Yours answers support with suitable live examples.
- 6) Your answer should be specific and to the point.
- 7) Draw neat diagram & illustrations supportive to your answer.
- 8) Use of simple calculator is permitted.
- 9) No graph paper will be supplied.

- Q1) a) Define Research. How does business research differ from business intelligence? Why should we study business research? [10]  
OR
- b) A ABC form want to understand the growing demand pattern for organic fruits, vegetables and processed food product in domestic Indian Market. It also wanted to analyse the gap between demand and supply of organic foods.  
Your are assigned to prepare a research proposal to be submitted to the company. [10]
- Q2) a) What is meant by experimental research design? Explain the concepts of treatment and control group in experiment? [10]  
OR
- b) What is hypothesis? What are the good qualities of hypothesis and give one example for hypothesis? [10]
- Q3) a) What is scaling? Describe the various scaling techniques in Business Research? [10]  
OR
- b) Prepare a questionnaire for any one of the following situation. [10]  
i) To conduct a survey on city commuters for metro service.  
ii) To study the attitude of shoppers towards mall shopping experience.

P.T.O.

Q4) a) Explain in detail:

[10]

- i) Probability sampling.
- ii) Non-probability sampling.

OR

b) What kind of sampling scheme you will select in each of the following situations and give reasons. [10]

- i) An all India survey to find out the profile of house holds who has more than one television set.
- ii) A survey of food habits of working females visiting fitness centres.

Q5) a) The following table gives the distribution of out lay of the budget of a state under major head of development expenditure. [10]

Heads expenditure (in Rs. Cr.)

Agriculture and community development	4000
Irrigation & power	8000
Industry & mining	6000
Transport & communication	2000
Miscellaneous	10,000

Represent the information by suitable diagram

OR

- b) i) Explain the structure of Research report? [5]
- ii) Explain the characteristics of good Research report? [5]



Total No. of Questions : 5]

P7872

SEAT No. : 

[Total No. of Pages : 2

[6118]-1005

M.B.A. - I

105 - GC - 05 : BASICS OF MARKETING

(Revised 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 full marks.
- 3) Give suitable examples wherever necessary.

Q1) Solve any five:

[5×2=10]

- a) Define needs, Wants and demand?
- b) Define a role Gate- Keeper plays in organizational buying decision making?
- c) Define Meta marketing?
- d) Name the major four components of Holistic Marketing?
- e) List the four bases of Segmentation?
- f) Educational Qualification of the customer is a
  - i) Demographic factor
  - ii) Cultural factor
  - iii) Natural factor
  - iv) Economic factor
- g) Publics are the part of micro environment
  - i) True
  - ii) False
- h) List the four stages of PLC?

Q2) Solve any two:

[2×5=10]

- a) Explain any two approaches to the study of Marketing. Support your answer with suitable examples.
- b) Describe various factors influencing buying behaviour of consumers for choosing a home loan.
- c) Explain in detail how macro marketing environment affect the marketing strategies for FMCG goods?

P.T.O.

[10]

Q3) Solve any one:

- a) Illustrate the various bases of market segmentation can be done for the smart watches for Indian market.

OR

- b) With changing times, weather and space, fashion products are constantly changing. Illustrate the different PLC strategies for the Fashion wear apparels.

Q4) Solve any one:

[10]

- a) Examine the various stages of consumer buying decision process for purchasing a penthouse.

OR

- b) Many experts believe that Blockbuster's downfall like Kodak and Old Spice was due to marketing myopia. By staying focused on its customers and being willing to adapt to change company can able to avoid marketing myopia. Justify your answer with suitable examples.

Q5) Solve any one:

[10]

- a) As a marketing manager of a company manufacturing and selling variety of health drinks products in Indian Market, develop the marketing positioning strategies for the kids market? Make necessary assumptions to justify your answer.

OR

- b) Formulate Marketing mix for an insurance product selling through online platform in India.

