AF-108

April-2019

4ᵗʰ Years M.B.A. Integrated, Sem.-VIII

Business Research Methodology

Time : 2:30 Hours]   **[Max. Marks : 70**

Note :   (1)   Non Programmable Scientific Calculator can be used.

          (2)   Statistical Tables will be provided on request.

1.   Attempt any **two** from the following :   **14**

      (1)   Why is research important for any business ?

      (2)   Explain different types of research in details.

      (3)   Give insight for the formulation of research hypotheses.

2.   Answer any **two** from the following :   **14**

      (1)   Classify and explain research design at length.

      (2)   Explain the factors affecting external and internal validity in research design.

      (3)   Differentiate amongst the types of variables in research.

3.   Attempt any **two** from the following :   **14**

      (1)   What is relevance of measurement scales ? Explain its types.

      (2)   What is the importance of classification and tabulation of data in data analysis ?

      (3)   Explain process of formulating a questionnaire.

4.   Solve any **two** from the following :   **14**

      (1)   A Health Club has been advertising a rigorous program for body conditioning. The club claims that after one month in the program, the average participant should be able to do eight more pushups in two minutes than he or she could do at the start. Does the random sample of 10 program participants given below support the club's claim ? Use the 0.05 level of significance.

Participant	1	2	3	4	5	6	7	8	9	10
Before	38	11	34	25	17	38	12	27	32	29
After	45	24	41	39	30	44	30	39	40	41

(2) A newspaper publisher, trying to pinpoint his market's characteristics, wonder whether newspaper readership in the community is related to readers' educational achievement. A survey questioned adults in the area on their level of education and their frequency of readership. The results are shown in the following table.

Frequency of Readership	Level of Educational Achievement			
	Professional or Graduate	College Graduate	High School Grad	Did not complete High School
Never	10	17	11	21
Sometimes	12	23	8	5
Morning or Evening	35	38	16	7
Both Editions	28	19	6	13

At the 0.10 significance level, does the frequency of the newspaper readership in the community differ according to the readers' level of education ?

(3) The following information has been gathered from a random sample of apartment renters in a city. We are trying to predict rent (in dollar per month) based on the size of the apartment (number of rooms) and the distance from downtown (in miles).

Rent ($)	Number of Rooms	Distance From Downtown
360	2	1
1000	6	1
450	3	2
525	4	3
350	2	10
300	1	4

If someone is looking for a two-bedroom apartment two miles from downtown, what rent should he expect to pay ?

5. Answer any **two** from the following : **14**

   (1) Why effective documentation is required for business research ? Discuss.

   (2) What is business report ? Elaborate your answer on different types of research reports.

   (3) Enlist the steps involved in oral presentation and briefly explain each of them.

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