

Seat No. : _____

AH-104

April-2023

Int. MBA, Sem.-VIII

Business Research Methodology

Time : 2:30 Hours]

[Max. Marks : 70

- Instructions :** (1) Statistical tables will be provided on demand.
(2) Use of scientific calculator is permitted.

1. Write Short notes on any **TWO** : **14**
(A) Pre-experimental research designs
(B) Exploratory and Conclusive research
(C) Inductive versus Deductive reasoning in research

2. Explain the steps involved in identifying the research problem. Support your explanation with a chart showing its different stages. **14**

OR

Write a detailed note on Cross sectional research designs and explain their different types possible. Compare and contrast them based on its use and application. **14**

3. Write a detailed note on classification of scales. **14**

OR

Answer following : **14**

- (A) Types of measurement scales
(B) Different sampling schemes
4. Answer the following : (any **TWO**) **14**
(A) According to a study conducted for Gateway Computers, 59 % of men and 70 % of women say that weight is an extremely/very important factor in purchasing a laptop, computer. Suppose this survey was conducted using 374 men and 481 women. Do these data show enough evidence to declare that a significantly higher proportion of women than men believe that weight is an extremely/very important factor in purchasing a laptop, computer? Use a 5% level of significance.

- (B) A corporation owns several companies. The strategic planner for the corporation believes rupees spent on advertising can to some extent be a predictor of total sales rupees. As an aid in long-term planning, she gathers the following sales and advertising information from several of the companies for 2009 (millions of rupees).

Advertising	Sales
12.5	148
3.7	55
21.6	338
60.0	994
37.6	541
6.1	89
16.8	126
41.2	379

Develop the equation of the simple regression line to predict sales from advertising expenditures using these data. Also find sales when advertising is 23 units.

- (C) Use the following contingency table and the chi-square test of independence to determine whether social class is independent of number of children in a family. Take 5% level of significance.

Number of Children	Social Class		
	Lower	Middle	Upper
0	18	7	6
1	38	9	23
2 or 3	34	97	58
More than 3	47	31	3

5. Write a detailed note on "Report Structure" of the research work. Explain the implications of each of the elements included. Support with a chart to show the same. **14**