

I.M.B.A. (Rep.) Sem.-4 Examination

BRM

Time : 2-30 Hours]

March-2025

[Max. Marks : 70

- Instructions :** (1) This paper contains **FIVE** questions.
 (2) All questions are compulsory.
 (3) Question No.2, 3, 4 have internal options.
 (4) Figures in the right side in parenthesis indicate marks.

- Q:1** The sales data of an item in six shops before and after a special promotion campaign are as under: (14)

Shops	A	B	C	D	E	F
Before Campaign	53	28	32	48	50	42
After Campaign	58	32	30	50	56	45

Can the campaign be judged as success? Test at 5% level of significance
 [$t_{0.05,5}=2.571$]

- Q:2** Explain the importance of research in management. (14)

OR

- Q:2** Explain exploratory and experimental research. (14)

- Q:3** Explain first three step of the research process. (14)

OR

- Q:3** Discuss in detail the methods of collecting the data. (14)

- Q:4** Prepare a questionnaire for the given topic "Customer Feedback and Satisfaction". (14)

OR

- Q:4** Explain in detail cluster sampling and multi-stage sampling with examples. (14)

- Q:5** The following yields were obtained by using three fertilizers in different plots. (14)

Fertilizers	Yield
A	1 4 3 3
B	6 5 4 2
C	7 3 5 6

Test the hypothesis that there is no significant difference between the fertilizers.
 [$F(2,9)=4.26$]