



DN-161100080402

Seat No. _____

**M. B. A. (Banking and Finance) (Sem. IV)
(CBCS) Examination**

March – 2022

Business Research

Time : $2\frac{1}{2}$ Hours]

[Total Marks : **70**

1 What do you mean by "Research"? Briefly explain various steps in the Process of Research.

2 Define Sampling. Explain Probability & Nonprobability Sampling Methods with examples.

OR

2 What is Review of Literature? Write its Importance and Benefits in Research.

3 Explain Objectives, Significance & Types of Research.

OR

3 What are Primary Data and Secondary Data? Write Methods of Collecting Primary Data and Secondary Data along with advantages and limitations.

4 Prepare a Questionnaire for Survey of Tooth Paste newly introduced by ABC Ltd .

OR

4 Set up an analysis of variance table for the following two-way design results :

Varieties of fertilizer	Varieties of Seeds		
	A	B	C
W	6	5	5
X	7	5	4
Y	3	3	3
Z	8	7	4

Also state whether variety differences are significant at 5% level. (Critical Value at (2,6) = 5.14 and Critical Value at (3,6) = 4.76)

- 5 (A) Differentiate Bibliography and References.
(B) Explain the advantages of using computer in Research.

OR

- 5 To test the significance of variance in the retail prices of a commodity in 3 cities, 4 shops were chosen at random in each city and the prices who lack confidence in their mathematical ability were as follows:

Mumbai	16	8	12	14
Delhi	14	10	10	6
Kolkata	4	10	8	8

Do the data indicate that the prices in the 3 cities are significantly different?

(Critical Value = 4.26)
