



MAX-161100080402 Seat No. _____

M. B. A. (B & F) (Sem. IV) (CBCS) Examination

March / April - 2018

Business Research

Time : 3 Hours]

[Total Marks : 70

Instruction : All questions carry equal marks.

1 What is business research? Discuss research design in detail.

OR

1 Describe the different types of research, clearly pointing out the difference between an experimental and a survey.

2 What is Data? Discuss various sources of data? Why observation method of data collection is considered as one of the best method.

OR

2 Discuss interview as a technique of data collection. Illustrate your answer with the help of suitable example(s).

3 What is review of literature? Discuss importance of review of literature for researcher.

OR

3 'Sampling is a necessity under certain conditions.' Explain this with illustrative examples.

4 Discuss the contents of good research report.

OR

4 Discuss the various Random and Non-Random sampling methods.

- 5 Define Qualitative and Quantitative Research? Discuss in detail - Qualitative Research?

OR

- 5 A company markets car tyres. Their lives are normally distributed with a mean of 40,000 kilometres and a standard deviation of 3,000 kilometres. A change in the production process is believed to result in a better product. A test sample of 64 new tyres has a mean life of 41,200 kilometres. Can you conclude, that there is no significant difference between the new product and current one. (The critical value at 1% level of significance of $z = \pm 2.576$)
