

Total No. of Questions : 5]

SEAT No. :

**PD-2813**

[Total No. of Pages : 2

**[6430] - 514**

**F.Y.M.B.A.**

**BRM 556 MJ: BUSINESS RESEARCH METHODS (RM-01)**  
**(2024 Pattern) (Semester-II)**

*Time : 2 Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

- 1) *Attempt all the questions.*
- 2) *All Questions carry equal marks.*
- 3) *Figures to the right indicate full marks.*

**Q1) Answer any five (2 marks each) :**

**[ $5 \times 2 = 10$ ]**

- a) Mention two characteristics of a good sample.
- b) What is sampling Frame?
- c) What is Cross Sectional Study Design?
- d) What is extraneous variables?
- e) What are the key components of a research report?
- f) Enlist the types of measurement scales
- g) List the types of Non probability Sampling.
- h) Mention two sources of secondary data.

**Q2) Answer any two (5 Marks each) :**

**[ $2 \times 5 = 10$ ]**

- a) Explain the characteristics of the scientific research method?
- b) Differentiate between primary and secondary data.
- c) Discuss the process of Hypothesis.

**P.T.O.**

**Q3) Answer Any one (10 Marks each) :****[1 × 10 = 10]**

- a) Suggest suitable sample design for identifying
  - i) Consumer purchasing behavior in the e-commerce industry.
  - ii) Employee job satisfaction in an IT company.
- b) Develop a questionnaire for analyzing of customer satisfaction in the Hospitality Industry

**Q4) Answer Any one (10 Marks each) :****[1 × 10 = 10]**

- a) The demand for a particular food product in a college canteen was found to vary from day to day. In sample study the following information was obtained.

Days	Mon	Tue	Wed	Thur	Fri	Sat
Food Product (in kg)	1120	1130	1000	1110	1115	1105

Prepare the hypothesis and interpret whether the food product demanded are independent of the days of the week.

Given:- Chi square calculated = 0.179

Chi square at 0.05(5d.f) = 11.07 Table value

Comment whether hypothesis is accepted or rejected. Justify your comment.

- b) Explain the need for business research and discuss its role in decision making for organizations.

**Q5) Answer Any one (10 Marks each) :****[1 × 10 = 10]**

- a) Draw histogram for the following also find mode from the graph.

No. of Students	10-20	20-30	30-40	40-50	50-60	60-70	70-80
Marks obtained in final exam	30	70	90	110	30	55	75

- b) Prepare the research proposal for the topic “The Role of Social Media in Shaping Consumer Purchase Decisions for an FMCG company”.