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P@3AEK

Business Research
method/sy Bms

Date:
S.Y.BMS

Marks: 75
Duration: 2½ hrs

- Note: 1. All questions are compulsory**
2. Figures to the right indicate full marks
3. Illustrate answers wherever necessary

Q1. Answer ANY TWO of the following: (15)

- A. Define Research and Explain the Objectives of Research.
- B. Explain the various Probability sampling methods.
- C. What is 'Hypothesis'? Discuss the Significance of Hypothesis.

Q2. Answer ANY TWO of the following: (15)

- A. Define Primary data. Describe the Characteristics of Primary data.
- B. Enumerate the External sources used for collecting secondary data.
- C. Explain 'Questionnaire'. List the stages in designing a Questionnaire

Q3. Answer ANY TWO of the following: (15)

- A. List down Guidelines for an effective Graphical presentation.
- B. Define 'Tabulation'. What are the Constituents of a good table?
- C. What are the essentials of Data interpretation?

Q4. Answer ANY TWO of the following: (15)

- A. What is Objectivity in Research? Discuss the need of Objectivity in Research.
- B. Elucidate the List of Ethical principles for conducting research.
- C. Introduce a 'Report' and elaborate its importance.

Q5. CASE STUDY:

An autonomous skill development computer institute of repute conducts various courses (long term & short term) aimed at training, development for working and non-working class of individuals in the area of computers ie: ICT based training. The working class of individuals used to either join these programs on their own or it was sponsored by company they worked for while others who are non-working also used to join. Over a period of time, the enrolment of these programs is on decline. The institute wants to arrest this problem.

As a Researcher You do the following:

- a. Discuss research problem in the above case and formulate research objective (at least four) (05)
- b. What could be the variables and possible hypothesis under study? (04)
- c. Design a questionnaire to collect data for the research objective formulated (06)

---xxx---ALL THE BEST---xxx---