

MN3ADN

SYBMS
R.M. IN BUSIN
281031201

Marks: 60

Time: 2 Hours.

- N.B.: 1. All questions are compulsory.
2. Figures to right indicate full marks.
3. Start a New question on new page.

Q: 1 (a) 'Ajay Auto' one of the leading automobile companies in India, lost market share to its competitor Hero Honda in the late 1990's. In order to regain its market share, the company found the following reasons for the failures like Quality, Latest Technology, Fuel Efficiency, Mileage, Price, Multinational Brand, Easy availability, Stunning Looks, Comfort, Alloy Wheels, Good Speed Handling etc. You are appointed as a researcher to M/s. Ajay Auto for the giving some suggestions.

1. Who is the competitor of Ajay Auto.? (01)
2. In which product the company is dealing? (01)
3. As per your opinion what are the various reasons for failures of Ajay Auto in market. (05)

(b) What is Simulation Research? Explain its advantages and disadvantages. (08)

OR

Q: 1 Write a short note on :

- a. Phenomenology as Qualitative Research. (05)
- b. Exploratory Research. (05)
- c. Ex-post facto Research. (05)

Q: 2 (a) Describe functional areas of Business Research. (08)

(b) Write short note on features of Good Research. (07)

OR

Q: 2(a) What is Research Design? Explain its importance. (08)

(b) Explain features of Research Design. (07)

Q: 3 (a) What do you mean by Hypothesis? Explain its various sources. (08)

(b) Explain various features of Hypothesis. (07)

OR

Q:3(a) Explain personal interview method with its types. (08)

(b) Explain external sources of Secondary Data. (07)

Q: 4 Write the guidelines for writing a good research report. (15)

OR