

(2½ Hours)

[Total Marks: 75]

- N. B.: (1) **All** questions are **compulsory**.
(2) Make **suitable assumptions** wherever necessary and **state the assumptions** made.
(3) Answers to the **same question** must be **written together**.
(4) Numbers to the **right** indicate **marks**.
(5) Draw **neat labelled diagrams** wherever **necessary**.
(6) Use of **Non-programmable** calculators is **allowed**.

Q1. Attempt the three of the following.

15 Marks

- Explain the need of business research
- What are characteristics of Valuable Information?
- Explain the scientific method of research?
- How Is the Internet Useful in Research?
- Explain the decision-making process associated with the development and implementation of a business strategy?

Q.2. Attempt the three of the following.

15 Marks

- Explain the Problem-Definition Process Steps in detail.
- Explain the advantages and disadvantages of secondary data.
- How to write a research proposal?
- What Is Qualitative Research? Also explain the uses of it.
- What Is a Focus Group Interview?

Q.3. Attempt the three of the following.

15 Marks

- What are the demand characteristics?
- Discuss & explain survey research methods?
- What are the advantages and disadvantages of conducting personal and door-to-door interviews?
- What are the characteristics of phone interview?
- What are the errors in survey research?

Q.4. Attempt the three of the following.**15 Marks**

- What are the levels of Measurement?
- List the three criteria for good measurement?
- What is validity? Also explain the types of validity.
- What are the steps involved in the questionnaire design process for data collection?
- A study of 100 engineering companies gives the following information.

Profit (in Crore)	0-10	10-20	20-30	30-40	40-50	50-60
No. of companies	8	12	20	30	20	10

Calculate the standard deviation of the profit earned.

Q.5. Attempt the three of the following.**15 Marks**

- The mean monthly salary of 10 members of a group is Rs. 1445 One More Member Whose Monthly salary is Rs. 1500 has joined the group. Find the mean monthly salary of 11 members of the group.
- What is Type I and Type II errors?
- What are the stages of Data Analysis?
- What are the different types of hypotheses test which are commonly conducted in the business research?
- What are the two techniques of Multivariate?
