Sanjay Ghodawat University, Kolhapur

2017-18

Established as State Private University under Govt. of Maharashtra. Act No XL, 2017

FY MBA

School of Commerce and Management

Business Research Decisions

Semester II

Max Marks: 100

MMC510
May 2018

31 May 2018
10:30 AM to 1:30pm

End Semester Examination (ESE)

Time: 3 Hrs.

Instructions for Students:
1) All questions are compulsory.
2) Figures to Right indicate Marks.

		Marks	COs

Q.1   All Questions are compulsory.

a) Ninad is working with an advertising department. He has collected data regarding awareness of company's advertisement among kids and adults. He wants to test whether there is a significant relation between age and awareness of advertisement. Help him to test this hypothesis using chi-square test.   10   CO510.4

Sample	Aware	Unaware	Total
Kids	65	85	150
Adults	85	105	190
Total	150	190	340

Test your result with the help of x^2, at 5% level of significance and express your opinion regarding dependency of age and awareness of advertisement. (Note: the table value of x^2, for 1 degree of freedom at 0.05% level of significance is 3.841)

b) Design questionnaire in order to study customer satisfaction for the retail outlet of Big Bazaar.   10   CO510.4

Q.2   Solve any Two

a) Explain the Scientific Method with its Characteristics in detail.   10   CO510.1

b) Elaborate Research Process with diagram.   10   CO510.4

c) Define Research with its Objectives & Motivation.   10   CO510.2

Q.3   Solve any Two

a) Discuss Hypothesis & Its Types in detail   10   CO510.2

b) Describe Various types of Research Design   10   CO510.3

| | c) | Explain various types of Variables | 10 | CO510.1 |

Q.4		Solve any Two		
	a)	Discuss Validity & Reliability in Research.	10	CO510.2
	b)	Define Various Levels of Measurements in detail	10	CO510.2
	c)	List out the Various Scales in Research.	10	CO510.3

Q.5		Solve any Two		
	a)	Outline the Layout of Research Paper.	10	CO510.2
	b)	Explain the Advantages & Disadvantages of Primary Data Collection Methods.	10	CO510.1
	c)	List out various sources of Secondary Data Collection Methods.	10	CO510.3

*****