



Sanjay Ghodawat University, Kolhapur

2018-19

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

2019, FY-MBA.

School of Commerce and
Management

Management

MMC510
Monday
27-05-2019

Business Research Decisions
End Semester Examination

Semester -II
Time: 3 hrs, Max Marks: 100

10.30 am to 1.30 pm

Instructions:

- 1) All Questions are compulsory.
- 2) Simple Calculator is Allowed for Calculation.

		Marks	COs	Level
Q.1	Answer following.			
a)	"Research involves scientific & systematic process". Explain the various steps in Research Process that researcher should follow.	10	1	2
b)	"Researcher is expected to follow proper methods of research design in order to frame a good research design". Discuss. OR	10	2	2
b)	Describe the aspects of Qualitative & Quantitative Research.	10	2	2
Q.2	Answer following.			
a)	Illustrate the various types of Hypothesis with Example.	10	3	3
b)	Write the various Levels of Measurement in detail. OR	10	4	3
b)	Interpret the concept of Generalization, Replication.	10	4	3
Q.3	Answer following .			
a)	'Data analysis and interpretation depends on effective technique of scale adapted'-Interpret this statement with help of different Scaling Techniques. OR	10	5	3
a)	Write a Questionnaire using various scaling technique to know the consumer buying behaviour towards particular mobile phone.	10	5	3
Q.4	Answer following .			
a)	"A report is written for a clear purpose and to a particular audience. Specific information and evidence are presented, analyzed and applied to a particular problem or issue. Thus, Layout of Project Report helps to exhibit projectscientifically". Interpret the statement.	10	6	3
b)	Appraise various Types of Reports used in report preparation & presentation.	10	6	4
c)	Examine the key aspects of Research Paper in detail.	10	6	4

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- OR
- c) Appraise the Layout of Bibliography in Research Paper. 10 6 4
- Q.5 Case Study.
- a) Mr. Ninad is going to conduct the research on Consumer Awareness & Satisfaction on Maharaja Air Service started in Kolhapur. 10 6 5
- Research objectives are as follows:
1. to study the Awareness Level of Maharaja Air Service in Kolhapur for potential consumers.
 2. to study the satisfaction level of Maharaja Air Service in Kolhapur for present consumers.
- According to the objectives of research you are supposed to construct the questions using appropriate scales. Frame two questions on each objective.
- b) Researcher has collected data of 256 students to find out their zodiac sign on nominal level of measurement with rank scale technique- Ranks are as below- 10 5 6
- 1.=Aries, 2=Taurus, 3=Gemini, 4=Cancer, 5= Leo, 6= Virgo, 7=Libra, 8=Scorpio, 9= Sagittarius, 10= Capricorn, 11=Aquarius, and 12= Pisces.
- The results were: Aries (29), Taurus (24), Gemini (22), Cancer (19), Leo (21), Virgo (18), Libra (19), Scorpio (20), Sagittarius (23), Capricorn (18), Aquarius (20), Pisces (23). According to the data you are supposed to argue the statement that "zodiac signs are evenly distributed across students or zodiac signs are not evenly distributed across students" and support the statement using the Degrees of Freedom 11 and Chi square test statistic value is 5.094.

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