Sanjay Ghodawat University, Kolhapur

2019-20

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

Year and Program	**School of Commerce and Management**	**Department**
2019 BBA-II		
Course Code MBC 202	**Business Research Methods**	**Semester – IV**
Day and Date Monday 23/12/19	**End Semester Examination**	**Time: 3 hrs, Max Marks: 100** 2.30 pm to 5.30 pm

Instructions: 1) All Questions are compulsory.

			Marks	Level	COs
Q.1					
	a)	True or False (2×5) out of 6	10		
	i	Applied research is the one of the type of research		L1	CO1
	ii	Applied research aims at finding a solution for an immediate problem facing by business organization		L1	CO 2
	iii	Historical research is quantitative research.		L1	CO 1
	iv	Exploratory research is carried out to understand a problem in depth and to gain insights using primary and secondary research methods.		L1	CO 2
	v	Randomization is a basic principle of experimental design.		L1	CO 3
	vi	Desire to get respectability is not one of the motives of research.		L1	CO 1
	b)	Answer the short questions (2×5) out of 6	10		
	i	Define secondary data in research		L1	CO 4
	ii	Define observation in research		L1	CO 5
	iii	What is the full form of APA in research report		L1	CO 6
	iv	What is research report?		L1	CO 6
	v	Define primary data		L1	CO 4
	vi	Define Hypothesis		L1	CO 5
Q.2		Answer the following			
	a)	Define Research Methodology and describe significance of research in business organization.	10	L1	CO 1
		OR			
	a)	Define Research process in detail.	10	L1	CO 1
	b)	Discuss fundamental research in business management with suitable example.	10	L2	CO 2
		OR			
	b)	Discuss Qualitative and Quantitative research in business management.	10	L2	CO 2
Q.3		Answer the following			
	a)	Discuss importance of identification of problem in research.	10	L2	CO 3

ESE

OR

	a)	Illustrate the concept of Dependent - Independent and Intervening Variables in detail.	10	L2	CO 3
	b)	Critically examine "questionnaire" tool of data collection with its merits and demerits	10	L4	CO 4
		OR			
	b)	Examine Primary data and Secondary data in business research with suitable example.	10	L4	CO 4
Q.4		Answer any Two			
	a)	List a questionnaire to know the customer's satisfaction level about online shopping. (5 questions)	10	L1	CO 5
	b)	Describe Editing, Coding, Classification and Tabulation in detail.	10	L2	CO 5
	c)	Draw table and write interpretation by examining any one question regarding the customer's satisfaction level towards hotel.	10	L3	CO 5
Q.5		Answer any Two			
	a)	Narrate the contents of research report in detail.	10	L1	CO 6
	b)	Examine types of research report.	10	L3	CO 6
	c)	Discuss the qualities of good research report	10	L2	CO 6

*****

ESE