

Note: 1. Attempt all Sections. If require any missing data; then choose suitably.

**SECTION A**

2\*10=20

1. **Attempt all questions in brief.**
- What is Depth Interview?
  - What is Primary and Secondary data?
  - What do you mean by business research?
  - What is Z Test?
  - Define Sample Size.
  - What is Chart?
  - What is the survey?
  - Define Bibliography?
  - Define F-test?
  - Define Data?

**SECTION B**

10\*3=30

2. Attempt any *three* of the following
- “Research is nothing but Proper fact finding method.”Do you agree or disagree for this statement? Give suitable example and reason to support your answer.
  - What is the meaning of measurement in research? What difference does it make if we measure in terms of nominal, ordinal, internal and ratio scale? Explain them with statistics associated with each type of scale along with relevant examples.
  - If you were evaluate a research report what criteria would you develops evaluate the quality of research report.
  - Distinguish between basic research and applied research.
  - What is hypotheses and step involved in hypotheses testing.

**SECTION C**

3. Attempt any one part of the following: **10x1=10**

- a. Suppose a manufacturer of a breakfast food is interested to know the effectiveness of three different types of packaging. He puts each kind of packaged breakfast food into five different stores. He finds that during a given week the number of packages sold were as follows:

Packaging 1: 25, 28, 21, 30, 26

Packaging 2: 27, 25, 25, 33, 30

Packaging 3: 22, 29, 26, 20, 23

The manufacturer would like to know significant differences among the mean values of all the three packaging.

- b. The president of the company has asked for a study of the company’s pension plan and its comparison to the plans of other Finds in the industry. The research team of the company has to submit the report on the given study. Highlight the essential points which the research team should mention in the report.

4. Attempt any one part of the following: **10x1=10**

- “Processing of data implies editing, coding, classification and tabulation”. Describe in brief these four operations pointing out the significance of each in context of research study.
- Design a Questionnaire to study Customer’s Satisfaction towards Services provided by State Bank of India. (Blake necessary assumptions)

5. Attempt any one part of the following: **10x1=10**
- a. Draw and explain the classification of various types of research design. Illustrate the relative advantages and disadvantages between the longitudinal and cross-sectional descriptive research designs.
  - b. From the data given below find:
    - I. The Evo regressioequations
    - II. The coefficient of correlation between marks in Economics and Statistics
    - III. the most likely marks in Statistics when the marks in Economics are 30

Marks in Economics:	25	28	35	32	31	36	29	38	34	32
Marks in Statistics:	43	46	49	41	36	32	31	30	33	39

6. Attempt any one part of the following: **10x1=10**
- a. Discuss two probabilities sampling and two non-probability sampling tecliuques with examples. Is it always necessary to take a probability sample? Justify your answer.
  - b. “The marketing research process involves a number of interrelated activities wlucli overlap and do not rigidly follow a particular sequence.” comment.

7. Attempt any one part of the following: **10x1=10**
- a. What is the difference between Frequency distribution and Cross-tabulation? Explain using examples
  - b. Discuss the role of brand research in marketing.

