



**RF-4303-04**

**M. B. A. (FT) (Sem. II) & M.B.A. (EVE) (Sem. IV)  
(Regular & ATKT) Examination**

**April / May – 2010**

**Research Methodology in Business : CP-207 & CP-401  
(Old Course)**

Time : 3 Hours]

[Total Marks :

**RF-4303**

**Instructions :**

(1)

नीचे दशांशविक निशानीवाणी विगतो उत्तरवडी पर अवश्य कभवी. Fillup strictly the details of signs on your answer book.	Seat No. :
Name of the Examination :	<input type="text"/>
<input type="checkbox"/> M.B.A. (FT) (SEM. 2) & M.B.A. (EVE) (SEM. 4) (REG. & ATKT)	<input type="text"/>
Name of the Subject :	<input type="text"/>
<input type="checkbox"/> RESEARCH METHODOLOGY IN BUSINESS : CP-207 & CP-401	<input type="text"/>
<input type="checkbox"/> Subject Code No. : <input type="text" value="4"/> <input type="text" value="3"/> <input type="text" value="0"/> <input type="text" value="3"/>	<input type="text"/>
<input type="checkbox"/> Section No. (1, 2,.....) : <input type="text" value="1"/>	<input type="text"/>
	Student's Signature

- (2) Write both sections separately
- (3) Both sections carry equal marks.
- (4) Question 1 in Section I and Question 5 in Section II is compulsory. Write any two from the rest in respective section.

- 1 What is Business Research process? How is Research useful to a Manager. 18
- 2 Discuss the importance of Research problem statement. 8+8  
For A marketer trying to find out whether customers are happy with the after sales services or not develop Research problem statement and research objectives.
- 3 Evaluate the data collection method of observation. 8+8  
Develop an observation check list for observing the workers in a manufacturing unit.
- 4 Write short notes (any two) 16
  - (i) Ethics in Research
  - (ii) Secondary data
  - (iii) Focus group
  - (iv) Validity and reliability.

## RF-4304

### Instructions :

(1)

નીચે દર્શાવેલ નિશાનીવાળી વિગતો ઉત્તરવહી પર અવશ્ય લખવી. Fillup strictly the details of signs on your answer book.	Seat No. :
Name of the Examination :	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>
<input type="checkbox"/> M.B.A. (FT) (SEM. 2) & M.B.A. (EVE) (SEM. 4) (REG. & ATKT)	<input type="text"/> Student's Signature
Name of the Subject :	
<input type="checkbox"/> RESEARCH METHODOLOGY IN BUSINESS : CP-207 & CP-401	
<input type="checkbox"/> Subject Code No. : <input type="text" value="4"/> <input type="text" value="3"/> <input type="text" value="0"/> <input type="text" value="4"/> <input type="checkbox"/> Section No. (1, 2,.....) : <input type="text" value="2"/>	

- (2) Write both sections separately  
(3) Both sections carry equal marks.  
(4) Question 1 in Section I and Question 5 in Section II is compulsory. Write any two from the rest in respective section.

5 For a marketer interested in knowing the 'Beverage preference' of consumers, in order to launch a new soft drink in the market, develop a research proposal as a Research consultant. **20**

6 What is sampling? Develop a suitable sampling design for a Financial Institute interested in knowing investment behaviour of people in Surat City. **7+8**

7 What is Hypothesis? Discuss how Hypothesis testing can be done? **5+10**

8 Write short notes : (any two)

- (i) Report writing  
(ii) Data Editing  
(iii) Variables in Research  
(iv) Rank order scale and constant sum scale.