



DPP-5513

**M.B.A. (F.T.) (Sem. II) (CBCS) & (E.) (Sem. IV)
(CBS) (Reg.) & (New Course - ATKT) Examination
March / April – 2016
CCP-206 & CO-401 : Research Methodology in
Business**

Time : 3 Hours]

[Total Marks : 70

Instructions :

(1)

नीचे दशांशवैध निशान्चीवाणी विगतो उत्तरवडी पर अवश्य वचवी. Fillup strictly the details of signs on your answer book.	Seat No. :
Name of the Examination :	<input type="text"/>
☛ M.B.A. (F.T.) (Sem. II) (CBCS) & (E.) (Sem. IV) (CBS) (Reg.) &.....	<input type="text"/>
Name of the Subject :	<input type="text"/>
☛ CCP-206 & CO-401 : Research Methodology in Business	<input type="text"/>
☛ Subject Code No. : <input type="text" value="5"/> <input type="text" value="5"/> <input type="text" value="1"/> <input type="text" value="3"/>	<input type="text"/>
☛ Section No. (1, 2,.....) : <input type="text" value="Nil"/>	
	Student's Signature

- (2) Question 1 is compulsory, answer any **FOUR** from the rest of the questions.
- (3) Figures to the right indicate marks.

- 1 'Research is an important tool in helping the manager take better decision' . Discuss the scope of business research giving examples (3) of real incidents from business. **14**
- 2 Customer dissatisfaction has increased and as a result sales are declining. Given this management dilemma develop research problem statement and research objectives with reasons. **14**
- 3 What is an exploratory research? Explain an exploratory research that you would consider for water problems in India. **14**

- 4 Which factors would you consider for data collection by observation approach ? Develop an observation sheet for studying class room conditions. 14
- 5 Describe the measurement and scaling process. Develop a suitable instrument for a national chain store who wants to determine buying behaviour of the consumers in Surat city. (state your assumptions clearly) 14
- 6 Write short notes : (Any TWO) 14
- 1 Ethical treatment of participants.
 2. Sample design
 3. Hypothesis testing
 4. Report writing
 5. Review of literature.
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