Your Roll No............

BBS / IV Sem. – 2012

BUSINESS STUDIES – Paper 402

Business Research

Time : 3 hours   *Maximum Marks : 75*

(Write your Roll No. on the top immediately on receipt of this question paper.)

Attempt **Five** *questions in all.*
Question No. **1** *is compulsory.*

1. The workers union of "PQR Corporation" surveyed their members to study their perception on a larger increase in retirement benefits vis a vis a smaller increase in salary.

    Out of a group of 1000 male workers, 743 were in favour of larger retirement benefits, while of the 500 female workers surveyed, 405 favoured larger retirement benefits.

    Using an appropriate hypothesis, test if an equal proportion of male and female workers are in favour of larger retirement benefits. [Use $\alpha = 0.05$]

OR

"Shopso" a 24×7 department store wants to test whether there exists any association between gender of the shopper and shopping timings. The Marketing Research department of the store has compiled the following data from a sample of 1000 shoppers.

Shopping Timing → Gender of shopper ↓	Weekday	Week night	Weekend
Female	90	125	185
Male	210	175	215

What conclusion can you draw at 5% level of significance. State clearly the hypothesis to be tested.

2. "Adventure travel/tourism" is a type of tourism involving exploration or travel to remote and exotic locations involving interaction with nature and performing acts (physical activity) that require a significant effort. It involves a degree of risk (perceived or real) and includes mountaineering, trekking, bungee jumping, rafting, mountain biking to name a few.

Sadhu, who runs a travel agency, now wants, to venture into adventure tourism. He has approached

you to prepare a Business Research project for the same. Design a questionnaire to study travellers perception, preference, selection criteria and their relative importance for the research.

3. (a) What are the relative advantages and disadvantages of observation data collection. Explain in brief the various Observation methods.

(b) Compare personal, telephone, mail and electronic methods of conducting survey.

4. Mosquitoes are known to cause and spread diseases like malaria, dengue and chikungunya. In India, various techniques/systems are used by households to keep mosquitoes away. These include nets, coils, mosquito repellant mats, liquid vapouriser & a more recently introduced mosquito repellant CFL.' Krishnan has developed a Solar Mosquito Destroyer. It works on solar energy, is environment friendly and cost effective.

Design a Business Research Proposal (clearly giving all the steps of the BR process) for Krishnan, who would like to explore the possibility of commercially introducing the Solar Mosquito Destroyer in the Indian Market.

5. (a) Explain the significance of Research Design in a Business Research Process. Using relevant examples, differentiate between the various Research Designs that may be used in Business Research.

(b) Differentiate between Qualitative Research and Quantitative Research. Briefly explain the various procedures that may be used for Qualitative Research.

6. Write short notes on :

(a) Primary Scales of measurement

(b) Criteria for evaluating Secondary Data

VII. AREA UNDER STANDARD NORMAL CURVE
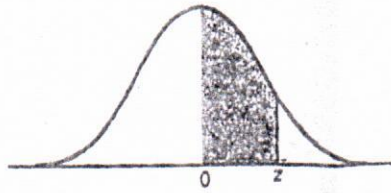
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1.6	.4452	.4463	.4474	.4484	.4495	.4505	.4515	.4525	.4535	.4545
1.7	.4554	.4564	.4573	.4582	.4591	.4599	.4608	.4616	.4625	.4633
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1.9	.4713	.4719	.4726	.4732	.4738	.4744	.4750	.4756	.4761	.4767
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2.3	.4893	.4896	.4898	.4901	.4904	.4906	.4909	.4911	.4913	.4916
2.4	.4918	.4920	.4922	.4925	.4927	.4929	.4931	.4932	.4934	.4936
2.5	.4938	.4940	.4941	.4943	.4945	.4946	.4948	.4949	.4951	.4952
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IX. VALUES OF t
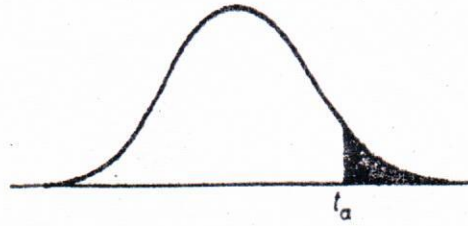
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6	1.440	1.943	2.447	3.143	3.707
7	1.415	1.895	2.365	2.998	3.499
8	1.397	1.860	2.306	2.896	3.355
9	1.383	1.833	2.262	2.821	3.250
10	1.372	1.812	2.228	2.764	3.169
11	1.363	1.796	2.201	2.718	3.106
12	1.356	1.782	2.179	2.681	3.055
13	1.350	1.771	2.160	2.650	3.012
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19	1.328	1.729	2.093	2.539	2.861
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21	1.323	1.721	2.080	2.518	2.831
22	1.321	1.717	2.074	2.508	2.819
23	1.319	1.714	2.069	2.500	2.807
24	1.318	1.711	2.064	2.492	2.797
25	1.316	1.708	2.060	2.485	2.787
26	1.315	1.706	2.056	2.479	2.779
27	1.314	1.703	2.052	2.473	2.771
28	1.313	1.701	2.048	2.467	2.763
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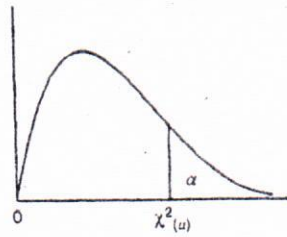
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5	9.24	11.1	12.8	15.1	16.7	20.5
6	10.6	12.6	14.4	16.8	18.5	22.5
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9	14.7	16.9	19.0	21.7	23.6	27.9
10	16.0	18.3	20.5	23.2	25.2	29.6
11	17.3	19.7	21.9	24.7	26.8	31.3
12	18.5	21.0	23.3	26.2	28.3	32.9
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17	24.8	27.6	30.2	33.4	35.7	40.8
18	26.0	28.9	31.5	34.8	37.2	42.3
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22	30.8	33.9	36.8	40.3	42.8	48.3
23	32.0	35.2	38.1	41.6	44.2	49.7
24	33.2	36.4	39.4	43.0	45.6	51.2
25	34.4	37.7	40.6	44.3	46.9	52.6
26	35.6	38.9	41.9	45.6	48.3	54.1
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