

[This question paper contains 2 printed pages.]

Sr. No. of Question Paper : 164

Roll No.....

Unique Paper Code : 101432

Name of the Course : BBS

Name of the Paper : Business Research

Semester : IV (2014)

Duration : 3 Hours

Maximum Marks : 75

Instructions for Candidates

1. Write your Roll No. on the top immediately on receipt of this question paper.
2. Attempt any **five** questions.
3. Part (a) and (b) of each question should be attempted together.

1. (a) A Researcher wants to test whether there exists any association between the internet usage and gender of the user. A sample of 1800 users was taken and the following data was compiled :

Internet usage	Gender		
	Male	Female	Total
Light	300	600	900
Heavy	600	300	900
Total	900	900	1800

What conclusions can you draw at 5% significance level ?

- (b) Discuss in detail the different survey methods. (8+7=15)
2. (a) An IQ test was administered to 5 persons before and after they were given training. The results are given below.

P.T.O.

Candidate	1	2	3	4	5
IQ before training	110	120	123	132	125
IQ after training	120	118	125	136	121

Test at 5% level of significance whether there is significant change in IQ after training.

- (b) Discuss the primary scale of measurement and differentiate between nominal, ordinal, interval and ratio scale with suitable examples? (8+7=15)
3. Classify and discuss in detail the various comparative and non comparative scaling techniques. (15)
4. Transactions Housing Inc. (THI) is a non profit organization. It provides assistance to homeless and very low income individuals and families in finding emergency shelters, food, employment, transitional and affordable apartments housing. Board of directors of THI is interested in evaluating THI's current facilities and services and to determine what future facilities and services it should provide. Prepare a research proposal for THI including all steps of business research. (15)
5. (a) What do you mean by research design? Differentiate between exploratory and conclusive research designs.
- (b) What are the relative advantages and limitations of Secondary data as compared to primary data? What are the criteria to be used in evaluating secondary data? (8+7=15)
6. Write short note on the following :
- (a) Projective techniques
- (b) Focus group
- (c) Qualitative vs quantitative data/research (5×3=15)