

Total No. of Questions : 5]

SEAT No. :

PF-12421

[Total No. of Pages : 2

[6648]-2006

F.Y. M.B.A.

BRM-556-MJ-RM-01 : BUSINESS RESEARCH METHODS
(2025 Pattern) (Semester - II)

Time : 2½ Hours]

[Max. Marks : 60

Instructions to the candidates:

- 1) Attempt all questions.
- 2) All questions carry equal marks.
- 3) Figures to the right indicate full marks.

Q1) Solve any Six :

[6 × 2 = 12]

- a) Define research proposal.
- b) Define independent variable.
- c) Define Likert scale.
- d) What is convenience sampling?
- e) What is a research report?
- f) What is a null hypothesis?
- g) What is a questionnaire?
- h) What is standard deviation?
- i) Define mean.

Q2) Solve any two :

[2 × 6 = 12]

- a) Explain elements of a research proposal.
- b) Explain features of a good research design.
- c) Describe graphical representation of data.

Q3) a) Explain the complete business research process with diagram. [12]

OR

b) Compare qualitative and quantitative research approaches. [12]

P.T.O.

Q4) a) Compare probability and non-probability sampling methods. [12]

OR

b) Compare Primary Data vs Secondary Data. [12]

Q5) a) Develop a questionnaire to study online shopping behaviour of consumers. [12]

OR

b) Explain structure research report. [12]
