M.Com.　　(Sem. – 2)
BUSINESS RESEARCH METHODS
Subject Code: MCOP-203-18
M Code: 75933
Date of Examination : 16-12-2022

Time: 3 Hrs.　　　　　　　　　　　　　　　　　　　　　　**Max. Marks: 60**

INSTRUCTIONS TO CANDIDATES:
1. **SECTION-A is COMPULSORY consisting of EIGHT questions carrying TWO marks each.**
2. **SECTIONS-B consists of FOUR Sub-sections : Units-I, II, III & IV. Student has to attempt any ONE question from each Sub-section carrying EIGHT marks each.**
3. **SECTION-C is COMPULSORY, consists of a Case Study carrying TWELVE marks.**

SECTION-A

1. **Write briefly:**

   a) Explain what is meant by selection of problem.

   b) Differentiate between descriptive and exploratory research.

   c) Comment on the relationship between sample size and errors.

   d) What is meant by coding of data?

   e) Discuss the significance of standard error.

   f) Briefly explain the problems in construction of Index numbers.

   g) Discuss the errors in testing of hypothesis.

   h) Explain the significance of multi-colinearity.

SECTION-B
UNIT-I

2. List and discuss the various sources of data collection, giving examples.

3. What are the important points to be kept in mind while developing a questionnaire?

UNIT-II

4. List and briefly discuss the various methods of sampling.

5. Explain, with examples, on what all basis can data be classified.

UNIT-III

6. Write notes on:

   a) Central limit theorem

   b) Confidence intervals

7. What is meant by Time series analysis? Discuss its various components.

UNIT-IV

8. Given the data of age and blood pressure of 7 males, find out if there is any correlation between age and blood pressure.

Age (years)	35	40	45	50	55	60	65
Blood Pressure (mm Hg)	85	80	85	75	90	80	85

9. The sales data (Rs in Lakhs) of a similar item in 6 shops before and after a special promotion campaign is as under:

Shops	A	B	C	D	E	F	G	H
Before campaign	25	18	33	11	42	27	35	44
After campaign	27	22	31	18	48	21	32	48

Can the campaign be considered to be a success? Test at 5% level of significance.

SECTION-C

10. Study the case below and answer the related question(s):

An automobile company is preparing to launch a sports model of their SUV in the South Indian market. India being a highly price sensitive market, especially the southern part of India, the company wants to first evaluate whether there is any association between the customers'

incomes and various factors related to their buying behavior. Following a random survey by a marketing research organization, data was collected from 144 customers, in respect of the primary influencing factors and their incomes. Using χ^2 test, find out whether there is any significant association between the primary influencing factors for purchase and their incomes. ($\chi^2 = 12.6, @v = 6$ for 5% significance level)

		Income			
		Re 40,000	Rs 40-60,000	Rs 60-80,000	> Rs 1,00,000
FACTORS	Price	13	15	11	9
	Quality	8	14	12	18
	After Sales	7	13	16	8