

## SST COLLEGE OF ARTS & COMMERCE

Class: SYBMS

SUB: BUSINESS RESEARCH METHODS

Duration: 2 ½ Hrs.

Total Marks: 75

**Note: All questions are compulsory.**

**Q.1. Attempt any Two of the following: \_\_\_\_\_ (15)**

1. State need and importance of Research in business.
2. Explain characteristics of good research.
3. Explain objectives of research.

**Q.2. Attempt any Two of the following: \_\_\_\_\_ (15)**

1. Explain essentials of good questionnaire.
2. Explain advantages of primary data.
3. What is secondary data? Explain its features.

**Q.3. Attempt any Two of the following: \_\_\_\_\_ (15)**

1. Explain essentials of editing.
2. Explain significance of tabulation.
3. Explain methods of tabulation.

**Q.4. Attempt any Two of the following: \_\_\_\_\_ (15)**

1. What is report writing? Explain its functions.
2. Write a note on bibliography.
3. Explain types of reports.

**Q.5. Case study :- \_\_\_\_\_ (15)**

**Water Guard:**

ABC Ltd. A known company manufacturing 'waterguard', a new brand of water purifiers. It is the first brand of solar-powdered water purifiers. The concept has been supported by scientists. The brand is more expensive than the conventional water purifiers. Six months after an exclusive launch, a survey reveals that the purchase rate for waterguard is substantially below expectations in the target population – defined as the urban middle class to upper class households.

**Questions:**

1. Prepare a questionnaire to find reasons for sales below expectations.
2. Discuss the type of research design to be employed.
3. Which survey method would you recommend for data collection? Support your answer with reasons.

SUBMS (Sem IV ATKT)  
Research Method

Duration: 2 ½ hours

Note: Figures to right indicates full marks

Marks: 75

All the questions are compulsory

**Q.1. Answer the Following: (Attempt any 2) (15)**

- A) Explain the different stages of research process?
- B) What are the essentials of good research?
- C) Explain different types of research design?

**Q.2. Answer the Following: (Attempt any 2) (15)**

- A) What are different sources of Secondary data?
- B) Observation method is very essential while conducting research. Explain this with the help of different methods of observation.
- C) Explain Questionnaire as technique of data collection

**Q.3. Answer the Following: (Attempt any 2) (15)**

- A) What are the different stages of Data processing?
- B) What are the basic principles in data classification?
- C) What are the essentials of data interpretation?

**Q.4. Answer the Following: (Attempt any 2) (15)**

- A) What are the functions of Report Writing?
- B) What are the guidelines of good report writing?
- C) Explain the different types of report.

<b>Q.5. Case Study:</b>
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“SMOOTH WRITE” is a nationally marketed brand of PENCIL by progressive stationary. For more than two decade it has been doing good business. In last six months it has lost sales volume. The marketing manager in his report has submitted that this is because of emergence of variety of extra dark pencils that have flooded the market. The directors have asked the marketing manager to conduct a research to determine the reasons for the decline.

**Questions:**

- A) Is this report descriptive, exploratory or casual? Illustrate your point of view. (7.5)
- B) What is the objective of research? How would you design the research to meet these objectives? (7.5)

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