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NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY, GREATER NOIDA

(An Autonomous Institute Affiliated to AKTU, Lucknow)

MBA

SEM: II - THEORY EXAMINATION (2021 - 2022)

Subject: Business Research Methods

Time: 3 Hours

Max. Marks: 100

General Instructions:

1. The question paper comprises three sections, A, B, and C. You are expected to answer them as directed.
2. Section A - Question No- 1 is 1 marker & Question No- 2 carries 2 marks each.
3. Section B - Question No-3 is based on external choice carrying 6 marks each.
4. Section C - Questions No. 4-8 are within unit choice questions carrying 10 marks each.
5. No sheet should be left blank. Any written material after a blank sheet will not be evaluated/checked.

SECTION A

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1. Attempt all parts:-

- 1-a. Descriptive research studies is a category of research that aims to \_\_\_\_\_. (CO1) 1
- (a) Achieve new insights of a concept.
  - (b) Analyze characteristics of something.
  - (c) Both (a) and (b)
  - (d) None of the above.
- 1-b. In order to make the research reliable, it requires that\_\_\_\_ (CO1) 1
- (a) Quantitative and qualitative methods are to be used.
  - (b) Reliability and accuracy are provided for the quality of measurement procedures used.
  - (c) It follows a scientific method.
  - (d) None of the above.
- 1-c. A blue print of research work is called\_\_\_\_. (CO2) 1
- (a) Research design
  - (b) Research problem
  - (c) Research method
  - (d) Research tools

- 1-d. The main objective of \_\_\_\_\_ study is to acquire knowledge.(CO2) 1
- (a) Exploratory
  - (b) Descriptive
  - (c) Diagnostic
  - (d) Descriptive and Diagnostic
- 1-e. Likert Scale is \_\_\_\_\_ Scale.(CO3) 1
- (a) Comparative Scale
  - (b) Non-comparative Scale
  - (c) Graphic Rating Scale
  - (d) Itemized Rating Scale
- 1-f. Open-Ended is a type of\_\_\_\_\_.(CO3) 1
- (a) Questionnaire
  - (b) Sampling Design
  - (c) Measurement
  - (d) Research Design
- 1-g. In a \_\_\_\_\_ sampling design, the elements of the population do not have any known chance of being selected in the sample. (CO4) 1
- (a) Non- Probability
  - (b) Probability
  - (c) A & B Both
  - (d) None of Above
- 1-h. \_\_\_\_\_ involves dividing the entire population into strata which are mutually exclusive and collectively exhaustive. (CO4) 1
- (a) Stratified random sample
  - (b) Cluster random sample
  - (c) Simple random sample
  - (d) None of above
- 1-i. \_\_\_\_\_ chart used to graph absolute, relative and cumulative frequencies.(CO5) 1
- (a) Histogram
  - (b) Bar chart
  - (c) Pie Chart
  - (d) None of Above

- 1-j. Hypothesis proposed with the intent of receiving a rejection is known as \_\_\_\_\_. (CO5) 1
- (a) Alternate Hypothesis
  - (b) Null Hypothesis
  - (c) Descriptive Hypothesis
  - (d) Rational Hypothesis

2. Attempt all parts:-

- 2.a. List down the objectives of research in modern business scenario. (CO1) 2
- 2.b. Define the qualitative approach to business research. (CO2) 2
- 2.c. Define an open-ended questionnaire. (CO3) 2
- 2.d. Define the concept of convenience sampling with an example. (CO4) 2
- 2.e. List down the features of a Null Hypothesis. (CO5) 2

SECTION B 30

3. Answer any five of the following:-

- 3-a. Elaborate the term Business Research along with its application or scope in different areas of management. (CO1) 6
- 3-b. Discuss the importance of Literature review. (CO1) 6
- 3-c. Describe the steps of research in detail. (CO2) 6
- 3-d. Explain the characteristics of exploratory research design. (CO2) 6
- 3.e. Explain the classification of scales. (CO3) 6
- 3.f. Differentiate between Stratified sampling and Judgemental sampling with an example of each. (CO4) 6
- 3.g. Define Hypothesis. Differentiate between null hypothesis and alternative hypothesis with example. (CO5) 6

SECTION C 50

4. Answer any one of the following:-

- 4-a. Describe the different types of research, clearly pointing out the differences between exploratory and scientific research. (CO1) 10
- 4-b. Discuss the steps of problem identification in research. Can the review of existing literature play a crucial role in approaching a research problem? (CO1) 10

5. Answer any one of the following:-

- 5-a. Describe the significant elements of a research design. (CO2) 10

- 5-b. Discuss the points to be taken into consideration while selecting a research design for the study of identifying the close contact of patients during the Covid-19 pandemic. (CO2) 10
6. Answer any one of the following:-
- 6-a. Differentiate between a questionnaire and a schedule. Enumerate the steps involved in the questionnaire design. (CO3) 10
- 6-b. Explain the concepts of reliability and validity. Also discuss the various methods of reliability and validity. (CO3). 10
7. Answer any one of the following:-
- 7-a. Discuss the significance of selecting a sample in research. Explain the factors which should be considered while selecting a sample for research. (CO4) 10
- 7-b. Describe the methods of Data collection. Is it correct to say that primary data is more reliable than secondary data? (CO4) 10
8. Answer any one of the following:-
- 8-a. A hypothesis is a statement or an assumption regarding a population which may or may not be true. Briefly explains the various concepts that are used while testing for a hypothesis. (CO5) 10
- 8-b. Enumerate the contents of a Research Report in sequence of presentation in detail.(CO5) 10