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NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY, GREATER NOIDA

MCA INSTITUTE

(An Autonomous Institute Affiliated to AKTU, Lucknow)

PGDM

TRIMESTER: III - THEORY EXAMINATION (2023 - 2024)

Subject: Business Research Methods

Time: 2.5 Hours

Max. Marks: 60

General Instructions:

IMP: Verify that you have received the question paper with the correct course, code, branch etc.

1. This Question paper comprises of three Sections -A, B, & C. It consists of Multiple Choice Questions (MCQ's) & Subjective type questions.
2. Maximum marks for each question are indicated on right -hand side of each question.
3. Illustrate your answers with neat sketches wherever necessary.
4. Assume suitable data if necessary.
5. Preferably, write the answers in sequential order.
6. No sheet should be left blank. Any written material after a blank sheet will not be evaluated/checked.

SECTION A

15

1. Attempt all parts:-

- 1-a. The first step in starting the research process is. (CO1) 1
- (a) Searching sources of information
 - (b) Survey of Literature Review
 - (c) Identification of problem
 - (d) Searching for solutions to the problem
- 1-b. Facts, figures and other relevant materials serving as bases for a study is called. (CO2) 1
- (a) Sample
 - (b) Method
 - (c) Data
 - (d) Theory
- 1-c. Two types of research data include. (CO3) 1
- (a) Recognised and unrecognised data.

- (b) Structured and unstructured data.
 - (c) Qualitative and quantitative data.
 - (d) Organised and processed data.
- 1-d. In correlation, a negative correlation coefficient indicate. (CO4) 1
- (a) No correlation between variables
 - (b) A strong positive relationship
 - (c) A strong negative relationship
 - (d) An error in the data analysis process
- 1-e. Anti Plagiarism detection software is usable for: (CO5) 1
- (a) Avoiding plagiarism
 - (b) Getting a comparison or similarity index to check the originality of the assignment
 - (c) Added Features like instant feedback to help improve writing
 - (d) Do not find useful for any of these

2. Attempt all parts:-

- 2.a. List any two characteristics of Research. (CO1) 2
- 2.b. Explain Literature Review. (CO2) 2
- 2.c. Define primary data. (CO3) 2
- 2.d. Define data processing. (CO4) 2
- 2.e. Differentiate between a technical report and a popular report. (CO5) 2

SECTION B

15

3. Answer any three of the following:-

- 3-a. Explain the steps involved in the research process. (CO1) 5
- 3-b. Define Research Design. Explain features and methods used in different types of research design. (CO2) 5
- 3.c. Write a note on secondary data collection with examples. (CO3) 5
- 3.d. Sketch the purpose of using descriptive analysis statistics. (CO4) 5
- 3.e. Discuss guidelines for preparing a good research report. (CO5) 5

SECTION C

30

4. Answer any one of the following:-

- 4-a. "Many a time management is not convinced about the utility of research and regards it as an unnecessary activity over which no funds should be spent". Comment on this statement explaining the objectives of research. (CO1) 6

4-b. Discuss the role of technology in the modern era of business research. (CO1) 6

5. Answer any one of the following:-

5-a. A nationalized bank wants to start in your city. It has appointed you as a consultant to suggest a research design to help in its decision making. Discuss what research design would you suggest. Give reasons. (CO2) 6

5-b. A marketing manager wants an attractive packing for brand of toothpaste. The research advisor is suggesting a research using and experimental research design, the marketing manager wonders whether a research is required for this, and if so, is an experimental research design suitable for this purpose. Discuss the advice you would give to the marketing manager. (CO2) 6

6. Answer any one of the following:-

6-a. The main feature of secondary source of data involves collecting data from existing sources that had gathered primary data beforehand for their research purpose. Explain. (CO3) 6

6-b. Describe a challenge a researcher might face when using secondary data for a market analysis and propose a solution. (CO3) 6

7. Answer any one of the following:-

7-a. "Imagine you're a researcher investigating the effect of different teaching methods on student performance in mathematics across three schools. You've collected test scores from students who were taught using traditional methods, interactive multimedia, and experiential learning approaches. Your goal is to determine if there are statistically significant differences in mean test scores among the three teaching methods. Discuss all the steps involved to perform an ANOVA analysis. (CO4) 6

7-b. "Imagine you're a marketing analyst preparing a presentation to showcase the results of a recent market research study on consumer preferences for a new product. You have collected data on various attributes such as price sensitivity, product features, and brand perception. Explain how effective data presentation can facilitate decision-making for stakeholders such as product managers and marketing executives." (CO4) 6

8. Answer any one of the following:-

8-a. Plagiarism often involves using someone else's words or ideas without proper citation, but you can also plagiarize yourself. Self-plagiarism means reusing work that you have already published or submitted for a class. Discuss various methods of plagiarism. (CO5) 6

8-b. While developing research, Discuss the ethical Issues a researcher should consider. (CO5) 6

REG. MAY 2024