NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY, GREATER NOIDA
(An Autonomous Institute Affiliated to AKTU, Lucknow)
MBA
SEM: II - THEORY EXAMINATION (2024 - 2025)
Subject: Business Research Methods

Time: 3 Hours   **Max. Marks: 100**

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   20

1. Attempt all parts:-

1-a.   Formulative research studies is a category of research that aims to (CO1, K1)   1

    (a)   achieve new insights of a concept

    (b)   analyze characteristics of something

    (c)   Both of the Above

    (d)   none of the above

1-b.   Research aims for finding "answers" to "questions" it implies (CO1, K2)   1

    (a)   a framework of philosophies

    (b)   an unbiased design

    (c)   a clear framework

    (d)   all of the above

1-c.   The main objective of _____study is to acquire knowledge.(CO2, K1)   1

    (a)   Exploratory

    (b)   Descriptive

    (c)   Diagnostic

    (d)   Descriptive and Diagnostic

1-d.   What does the term' longitudinal design' mean? (CO2, K2)   1

    (a)   A study of completed far away from where the researcher lives

    (b)   A study which is very long to read

    (c)   A study with two contrasting cases

(d)   A study completed over a distinct period of time to map changes in social phenomena

1-e.   Which is the lower level of measurement? (CO3, K2)   1

    (a)   Interval

    (b)   Nominal

    (c)   Ordinal

    (d)   Ratio

1-f.   Which of the following scale is a balance rating scale with and odd number of categories and a neutral point (CO3, K1)   1

    (a)   Likert

    (b)   Ranking Order Scale

    (c)   Paired Comparison Scale

    (d)   Q-Sort Scale

1-g.   Following condition arises usually due to more varied reasons (CO4, K2)   1

    (a)   Non-Sampling Error

    (b)   Sampling Unit

    (c)   Sampling Error

    (d)   Sample Size

1-h.   Which of the following technique is more efficient as compared to simple random sampling as dividing the population into various strata increases the representativeness of the sampling? (CO4, K2)   1

    (a)   Stratified random sample

    (b)   Cluster random sample

    (c)   Simple random sample

    (d)   None of above

1-i.   Out of the following who would be in better position to successfully conduct research? (CO5, K2)   1

    (a)   Someone who is a hard worker

    (b)   Who possess Post-Graduation degree

    (c)   Who has studied research methodology

    (d)   A Business Manager

1-j.   In which of the following research inferences are drawn on population parameters based on sample results.(CO5, K2)   1

    (a)   Descriptive

    (b)   Inferential

    (c)   Both above

    (d)   None of These

2. Attempt all parts:-

2.a.   Describe the management question. (CO1, K2)   2

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2.b.	Define a depth interview. (CO2, K1)	2
2.c.	Explain the semantic differential scale. (CO3, K2)	2
2.d.	Define the concept of convenience sampling with an example. (CO4, K1)	2
2.e.	Explain the Coding. (CO5, K2)	2

SECTION-B 30

3. Answer any <u>five</u> of the following:-

3-a.	Discuss the importance of Literature review. (CO1, K2)	6
3-b.	Explain the research proposal and its components. (CO1, K2)	6
3-c.	Explain the characteristics of exploratory research design. (CO2, K2)	6
3-d.	Discuss the formal experimental design with example. (CO2, K2)	6
3.e.	Describe the criteria for good measurement. (CO3, K2)	6
3.f.	List the similarities and differences between the quota sampling and stratified sampling. (CO4,K1)	6
3.g.	Define the cluster analysis. Enumerate the usages of the cluster analysis technique. (CO5,K1)	6

SECTION-C 50

4. Answer any <u>one</u> of the following:-

| 4-a. | Does the exploratory research always lead to conclusive research? Explain. (CO1, K2) | 10 |
| 4-b. | " A research scholar has to work as a judge and derive the truth and not as a pleader who is only eager to prove the case I favour of his plantiff." Explain. (CO1, K2) | 10 |

5. Answer any <u>one</u> of the following:-

| 5-a. | Opine yourself to conduct a qualitative research study for an ongoing fashion trend. (CO2, K2) | 10 |
| 5-b. | Enumerate various points that you will apply for conducting a research study for student satisfaction against the food served in hostel mess. (CO2, K3) | 10 |

6. Answer any <u>one</u> of the following:-

| 6-a. | Define a questionnaire. Can it be used in all situation? Why/why not? Support your answer with suitable example. (CO3, K5) | 10 |
| 6-b. | Explain the scale for measuring the customer orientation for buying grocery from a particular grocery shop. (CO3, K2) | 10 |

7. Answer any <u>one</u> of the following:-

| 7-a. | Population refers to any group of people or objects that form the subjects of study in a particular survey and are similar in one or more ways. Explain (CO4, K2) | 10 |
| 7-b. | The sample size of a sample depends upon the basic characteristics of the population, the type of information required from the survey and the cost involved. Explain the statement (CO4, K2) | 10 |

8. Answer any <u>one</u> of the following:-

| 8-a. | Draft a sample research report for a survey Conducted by you for the public transport availability in Greater Noida to which you have to submit to Greater Noida Authority officials. (CO5, K6) | 10 |
| 8-b. | Describe the challenges faced by a researcher while writing a research report. (CO5, K2) | 10 |