

Printed Page:-

Subject Code:- BMBIE0201

Roll. No:

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NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY, GREATER NOIDA

(An Autonomous Institute Affiliated to AKTU, Lucknow)

MBA - IEV

SEM: II - THEORY EXAMINATION (20.... - 20.....)

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. Steps in research process (CO1,K1)

1

- (a) Hypothesis
- (b) Personal beliefs
- (c) Data collection and analysis
- (d) Random guessing

1-b. Concept of scientific enquiry (CO1,K2)

1

- (a) Casual observation
- (b) Haphazard analysis
- (c) Systematic investigation
- (d) Unsystematic study

1-c. Exploratory research design concept (CO2, K1)

1

- (a) Confirmatory research
- (b) Deep analysis
- (c) Random trials
- (d) Initial research to define problems

1-d. Projective techniques (CO2, K2)

1

- (a) Direct surveys
- (b) Numerical calculations
- (c) Indirect methods to reveal attitudes

	(d) Guesswork	
1-e.	Levels of measurement (CO3, K2)	1
	(a) Bias, Accuracy, Precision, Validity	
	(b) Nominal, Ordinal, Interval, Ratio	
	(c) Small, Medium, Large	
	(d) Consistent, Inconsistent, Reliable	
1-f.	Ordinal level of measurement (CO3, K1)	1
	(a) Random order	
	(b) Numeric assignment	
	(c) Equal intervals	
	(d) Ranking order of items	
1-g.	Non-Response issue in sampling (CO4, K2)	1
	(a) High participation	
	(b) Random selection	
	(c) Low response rate	
	(d) When selected participants do not participate	
1-h.	Simple Random Sampling definition (CO4, K2)	1
	(a) Selective sampling	
	(b) Random errors	
	(c) Every member of the population has an equal chance	
	(d) Non-random selection	
1-i.	Good Hypothesis qualities (CO5, K1)	1
	(a) Random guess	
	(b) Detailed explanation	
	(c) Testable and falsifiable	
	(d) Data representation	
1-j.	Null Hypothesis is (CO5, K2)	1
	(a) A positive statement	
	(b) A summary of data	
	(c) A statement of no effect	
	(d) A hypothesis with an effect	
2. Attempt all parts:-		
2.a.	State an application of research in a functional area of business. (CO1, K3)	2
2.b.	Describe a feature of a good research design. (CO2, K2)	2
2.c.	Describe the need for measurement in research. (CO3, K2)	2
2.d.	Mention an example of a sampling error. (CO4, K2)	2
2.e.	Outline the use of pie charts in data representation. (CO5, K2)	2

SECTION-B

30

3. Answer any five of the following:-

- 3-a. Discuss the steps involved in the research process. (CO1, K2) 6
- 3-b. Analyze the role of research in developing business strategies. (CO1, K4) 6
- 3-c. Discuss the application of causal relationships in business research. (CO2, K3) 6
- 3-d. Evaluate the role of descriptive research in understanding consumer behavior. (CO2, K5) 6
- 3.e. Evaluate the challenges in measurement in management research. (CO3, K5) 6
- 3.f. Analyze methods to reduce non-sampling errors in data collection. (CO4, K4) 6
- 3.g. Evaluate the role of data coding in the research process. (CO5, K5) 6

SECTION-C

50

4. Answer any one of the following:-

- 4-a. Analyze the characteristics of the scientific method and their relevance to business research. (CO1, K4) 10
- 4-b. Evaluate the significance of research in the formulation of business policies and strategies. (CO1, K5) 10

5. Answer any one of the following:-

- 5-a. Evaluate the advantages and disadvantages of qualitative techniques in exploratory research. (CO2, K5) 10
- 5-b. Evaluate the use and impact of experience surveys in gathering exploratory data. (CO2, K5) 10

6. Answer any one of the following:-

- 6-a. Analyze the importance of ensuring validity in research measurements. (CO3, K4) 10
- 6-b. Analyze the process of developing effective attitude scales in research. (CO3, K4) 10

7. Answer any one of the following:-

- 7-a. Evaluate the importance of addressing non-sampling errors to enhance research quality (CO4, K5) 10
- 7-b. Evaluate the advantages and limitations of different probability sampling methods. (CO4, K5) 10

8. Answer any one of the following:-

- 8-a. Evaluate the steps and significance of report writing in presenting research findings. (CO5, K4) 10
- 8-b. Evaluate the limitations of a study and their impact on the overall research findings. (CO5, K5) 10