

--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY, GREATER NOIDA
(An Autonomous Institute Affiliated to AKTU, Lucknow)

MBA (Integrated)

SEM: IV - THEORY EXAMINATION (2025 - 2026)

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:-

- (1.1) _____ the primary purpose of conducting research. (CO1) (K1) 1
- (a) To solve a problem or answer a question
- (b) To gather data
- (c) To test hypotheses
- (d) To publish papers
- (1.2) _____ a research design primarily help to determine.(CO2,K2) 1
- (a) The sample size
- (b) The overall approach to the study
- (c) The research questions
- (d) The data analysis methods
- (1.3) It is a special non-probability method used when the desired sample characteristic is rare, which sampling (CO3(K3)) 1
- (a) Panel Sampling
- (b) Snowball sampling
- (c) Convenience sampling
- (d) Purposive Sampling
- (1.4) The aim of the focus group is to make use of participants'(CO4,K2) 1
- (a) feelings
- (b) perceptions
- (c) opinions.
- (d) All of these

- (1.5) One of the useful skills for a researcher is: (CO5,K2) 1
- (a) The ability to write an effective research report
 - (b) The ability to understand the research
 - (c) Both A and B
 - (d) None of these

2. Attempt all parts:-

- (2.1) Define Business Research. (CO1,K1) 2
- (2.2) Define Research Design. (CO2,K1) 2
- (2.3) Define Population. (CO3,K2) 2
- (2.4) Define Bivariate data analysis. 2
- (2.5) Define Research Report. (CO5,K2) 2

SECTION-B

15

3. Answer any three of the following:-

- (3.1) Discuss the types of Business Research. (CO1,K2) 5
- (3.2) Discuss the features of a Good Research Design.(CO2,K2) 5
- (3.3) Discuss Ranking Scale with example. (CO3,K2) 5
- (3.4) Explain chi-square test with formula. (CO4,K1) 5
- (3.5) Explain the recommendation in report writing with suitable examples. (CO5,K2) 5

SECTION-C

30

4. Answer any one of the following:-

- (4.1) Examine the limitations of doing business research. (CO1,K4) 6
- (4.2) “Because basic research is not applied immediately to a problem, it is less valuable and useful than applied research.” Comment on this statement.(CO1,K4) 6

5. Answer any one of the following:-

- (5.1) Define ethics and explain the importance of ethics in business research with suitable examples. (CO2,K2) 6
- (5.2) Discuss the major differences between descriptive and exploratory research designs. (CO2,K2) 6

6. Answer any one of the following:-

- (6.1) Illustrate about the construction of questionnaire. (CO3,K3) 6
- (6.2) Critically analyze the various types of non- probability sampling methods. (CO3, K4) 6

7. Answer any one of the following:-

- (7.1) Explain the steps of Hypothesis Testing. (CO4, K2) 6
- (7.2) Suppose a doctor believes that a new drug is able to reduce blood pressure in obese patients. To test this, he may measure the blood pressure of 40 patients before and after using the new drug for one month.
Perform the hypothesis on this situation. (CO4,K4) 6

8. Answer any one of the following:-

- (8.1) Discuss various types of Samplings. (CO5,K2) 6

REG_JAN_JUNE_2026