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

MBA

SEM: II - THEORY EXAMINATION (2025 - 2026)

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:-

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|-------|---|---|
| (1.1) | This is an example of applied research in business organizations: (CO1, K1) | 1 |
| | <ul style="list-style-type: none"> (a) Customer satisfaction survey (b) Writing a novel (c) Painting activity (d) Sports training | |
| (1.2) | Select the feature of descriptive research: (CO1, K2) | 1 |
| | <ul style="list-style-type: none"> (a) Describing characteristics of a population (b) Predicting earthquakes (c) Developing medicines (d) Creating inventions | |
| (1.3) | Identify the meaning of a research problem in academic studies: (CO2, K1) | 1 |
| | <ul style="list-style-type: none"> (a) A gap requiring investigation (b) A completed project (c) A financial report (d) A final conclusion | |
| (1.4) | Out of the following the importance of clearly defining a research problem is: (CO2, K2) | 1 |
| | <ul style="list-style-type: none"> (a) Guiding the direction of study (b) Avoiding objectives (c) Reducing understanding (d) Ignoring variables | |

(1.5)	Select the factor affecting sample size determination: (CO3, K2)	1
(a)	Research title	
(b)	Population variability	
(c)	Office location	
(d)	Color preference	
(1.6)	Characteristic of ratio scale in measurement can be said as: (CO3, K2)	1
(a)	Lack of comparability	
(b)	Absence of intervals	
(c)	Random arrangement	
(d)	Presence of true zero	
(1.7)	A null hypothesis is described as: (CO4, K1)	1
(a)	Statement with no significant relation	
(b)	Statement proving relation	
(c)	Statement supporting theory	
(d)	Statement rejecting sample	
(1.8)	The purpose of mode in statistical interpretation is: (CO4, K2)	1
(a)	Recognition of frequent value	
(b)	Recognition of average	
(c)	Recognition of relation	
(d)	Recognition of variance	
(1.9)	Literature review in a report helps in (CO5, K2)	1
(a)	Ignoring previous studies	
(b)	Understanding existing knowledge	
(c)	Reducing references	
(d)	Avoiding theories	
(1.10)	Rows in a table are called (CO5, K1)	1
(a)	Columns	
(b)	Captions	
(c)	Stubs	
(d)	Headnotes	

2. Attempt all parts:-

(2.1)	Outline the stages of the research process. (CO1, K2)	2
(2.2)	Describe the purpose of theoretical support in research frameworks. (CO2, K2)	2
(2.3)	Explain the meaning of nominal scale in measurement studies. (CO3, K1)	2
(2.4)	Discuss the significance of ANOVA in comparing group means. (CO4, K3).	2
(2.5)	Illustrate the function of annexures in supporting research reports. (CO5, K3)	2

SECTION-B 30

Answer any one of the following:-

(3.1)	Analyze the significance of research process in solving business problems. (CO1, K4)	6
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(3.2)	Differentiate between qualitative and quantitative research approaches. (CO1, K2)	6
Answer any one of the following:-		
(3.3)	Analyze the importance of research objectives in scientific investigations. (CO2, K4)	6
(3.4)	Discuss the role of exploratory research in generating new business insights. (CO2, K3)	6
Answer any one of the following:-		
(3.5)	Discuss the significance of survey method in collecting quantitative information. (CO3, K3)	6
(3.6)	Discuss the significance of reliability and validity in instrument design. (CO3, K3)	6
Answer any one of the following:-		
(3.7)	Examine the role of coding in organizing responses for statistical interpretation. (CO4, K4).	6
(3.8)	Illustrate the contribution of descriptive statistics in summarizing research information. (CO4, K3).	6
Answer any one of the following:-		
(3.9)	Explain the role of referencing styles in academic and professional report preparation. (CO5, K2)	6
(3.10)	Discuss the ethical responsibilities of researchers in data collection and reporting activities. (CO5, K2)	6
SECTION-C		50
4. Answer any <u>one</u> of the following:-		
(4.1)	Evaluate the contribution of research in strategic business decision-making. (CO1, K5)	10
(4.2)	Evaluate the role of research in improving marketing and consumer decisions. (CO1, K5)	10
5. Answer any <u>one</u> of the following:-		
(5.1)	Discuss the points to be taken into consideration while drafting a research proposal. (CO2, K3)	10
(5.2)	Analyze the importance of systematic research design in achieving reliable findings. (CO2, K4)	10
6. Answer any <u>one</u> of the following:-		
(6.1)	Examine the importance of sample size determination in achieving research reliability. (CO3, K4)	10
(6.2)	Examine the role of scaling techniques in quantitative research measurement. (CO3, K4)	10
7. Answer any <u>one</u> of the following:-		
(7.1)	Discuss the role of one-tailed and two-tailed tests in hypothesis testing studies. (CO4, K3).	10
(7.2)	Analyze the significance of regression analysis in forecasting and prediction studies. (CO4, K4).	10
8. Answer any <u>one</u> of the following:-		

- | | | |
|-------|--|----|
| (8.1) | Illustrate the role of annexures in enhancing the quality and completeness of reports. (CO5, K3) | 10 |
| (8.2) | Analyze the ethical issues encountered in research activities and publication practices. (CO5, K4) | 10 |

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