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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 (2025 - 2026)

Subject: Business Research Methods & Decision making

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:-

- | | | |
|-------|---|---|
| (1.1) | Objective of research includes (CO1, K2) | 1 |
| | (a) Increasing confusion | |
| | (b) Supporting decision-making | |
| | (c) Avoiding analysis | |
| | (d) Reducing knowledge | |
| (1.2) | Applied research is mainly conducted for (CO1, K2) | 1 |
| | (a) Developing practical solutions | |
| | (b) Entertainment purposes | |
| | (c) Personal opinions | |
| | (d) Increasing rumors | |
| (1.3) | Causal research design is used to study (CO2, K3) | 1 |
| | (a) Historical facts only | |
| | (b) Cause-and-effect relationships | |
| | (c) Personal opinions | |
| | (d) Random assumptions | |
| (1.4) | Independent variable is the variable that (CO2, K2) | 1 |
| | (a) Depends on another variable | |
| | (b) Influences another variable | |
| | (c) Remains hidden always | |
| | (d) Cannot be measured | |
| (1.5) | Secondary data refers to information (CO3, K1) | 1 |

- (a) Collected personally
 - (b) Already gathered by others
 - (c) Generated randomly
 - (d) Without any source
- (1.6) Interview method provides (CO3, K2) 1
- (a) Numerical coding only
 - (b) No interaction
 - (c) Limited responses
 - (d) Detailed information from respondents
- (1.7) Editing of data is done to (CO4, K2) 1
- (a) Improve accuracy of data
 - (b) Increase sample size
 - (c) Reduce variables
 - (d) Prepare advertisements
- (1.8) Median is the (CO4, K1) 1
- (a) Highest observation
 - (b) Middle value in ordered data
 - (c) Difference between values
 - (d) Square root of data
- (1.9) Executive summary provides (CO5, K2) 1
- (a) Detailed calculations
 - (b) Brief overview of the report
 - (c) Raw questionnaires
 - (d) Interview schedule
- (1.10) Literature review in a report helps in (CO5, K2) 1
- (a) Ignoring previous studies
 - (b) Understanding existing knowledge
 - (c) Reducing references
 - (d) Avoiding theories

2. Attempt all parts:-

- (2.1) State two objectives of research in management. (CO1, K1) 2
- (2.2) Identify primary and secondary sources of research literature. (CO2, K1) 2
- (2.3) List major advantages of survey methods in data collection. (CO3, K1) 2
- (2.4) Describe the importance of descriptive statistics in research interpretation. (CO4, K2) 2
- (2.5) Differentiate annexures and appendices used in reports. (CO5, K2) 2

SECTION-B

30

Answer any one of the following:-

- (3.1) Explain the meaning and objectives of research in business organizations. (CO1, K2) 6

(3.2)	Discuss the importance of research for managerial decision making. (CO1, K2)	6
Answer any one of the following:-		
(3.3)	Evaluate the importance of identifying research gaps in management studies. (CO2, K5)	6
(3.4)	Compare conceptual and theoretical frameworks used in research studies. (CO2, K4)	6
Answer any one of the following:-		
(3.5)	Evaluate the contribution of interviews in collecting qualitative data for organizational research. (CO3, K5)	6
(3.6)	Assess the usefulness of scaling methods in measuring employee satisfaction and preferences. (CO3, K5)	6
Answer any one of the following:-		
(3.7)	Explain the process of editing, coding, and tabulation in preparing research data for analysis. (CO4, K2)	6
(3.8)	Analyze the importance of descriptive statistics in summarizing and interpreting business data. (CO4, K4)	6
Answer any one of the following:-		
(3.9)	Examine the significance of annexures in supporting research findings and conclusions. (CO5, K4)	6
(3.10)	Analyze the ethical issues commonly faced during research investigations and publications. (CO5, K4)	6
SECTION-C		50
4. Answer any <u>one</u> of the following:-		
(4.1)	Evaluate the contribution of research in forecasting business trends. (CO1, K5)	10
(4.2)	Discuss the relationship between research quality and business success. (CO1, K5)	10
5. Answer any <u>one</u> of the following:-		
(5.1)	Analyze various sources of literature and their contribution to research investigations. (CO2, K4)	10
(5.2)	Discuss systematic methods used for organizing literature in academic studies. (CO2, K3)	10
6. Answer any <u>one</u> of the following:-		
(6.1)	Evaluate the significance of primary and secondary data in supporting managerial decision-making processes. (CO3, K5)	10
(6.2)	Analyze the implications of Type I and Type II errors on organizational research findings. (CO3, K4)	10
7. Answer any <u>one</u> of the following:-		
(7.1)	Discuss the significance of correlation analysis in identifying relationships among business variables. (CO4, K2)	10
(7.2)	Examine the role of measures of central tendency and dispersion in descriptive statistical analysis. (CO4, K4)	10
8. Answer any <u>one</u> of the following:-		

- | | | |
|-------|--|----|
| (8.1) | Examine the relationship between ethical report writing and research credibility in organizations. (CO5, K4) | 10 |
| (8.2) | Illustrate the characteristics of an effective professional writing style for business reports. (CO5, K3) | 10 |

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