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

MBA MF

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:-

- | | | |
|-------|---|---|
| (1.1) | The primary objective of business research is to: (CO1 - K1) | 1 |
| | <ul style="list-style-type: none"> (a) Increase employee workload (b) Support decision-making (c) Reduce office space (d) Eliminate competitors | |
| (1.2) | Primary sources in a literature review include: (CO1 - K2) | 1 |
| | <ul style="list-style-type: none"> (a) Textbooks (b) Research articles (c) Encyclopedias (d) Dictionaries | |
| (1.3) | A well-written research objective should be: (CO2 - K1) | 1 |
| | <ul style="list-style-type: none"> (a) Vague (b) Specific (c) Lengthy (d) Complex | |
| (1.4) | Exploratory research design is mainly used for: (CO2 - K2) | 1 |
| | <ul style="list-style-type: none"> (a) Testing final decisions (b) Gaining initial understanding (c) Measuring exact relationships (d) Confirming theories only | |
| (1.5) | One example of non-probability sampling is: (CO3 - K1) | 1 |

- (a) Simple random sampling
 - (b) Stratified sampling
 - (c) Convenience sampling
 - (d) Systematic sampling
- (1.6) A Likert scale refers to: (CO3 - K1) 1
- (a) A ranking method only
 - (b) A scale measuring attitudes through agreement levels
 - (c) A financial analysis tool
 - (d) A probability method
- (1.7) A null hypothesis refers to: (CO4 - K1) 1
- (a) A statement showing significant relationship
 - (b) A statement showing no significant relationship
 - (c) A research objective
 - (d) A data collection method
- (1.8) Type II Error refers to: (CO4 - K2) 1
- (a) Rejecting a true null hypothesis
 - (b) Accepting a false null hypothesis
 - (c) Rejecting all hypotheses
 - (d) Ignoring data analysis
- (1.9) A bibliography differs from a reference list because it:(CO5 - K2) 1
- (a) Includes only cited sources
 - (b) Includes all consulted sources
 - (c) Excludes books
 - (d) Avoids journal articles
- (1.10) APA citation style mainly emphasizes: (CO5 - K2) 1
- (a) Author and year format
 - (b) Footnotes only
 - (c) Numerical coding
 - (d) Color formatting

2. Attempt all parts:-

- (2.1) State two differences between exploratory and descriptive research. (CO1 - K2) 2
- (2.2) Differentiate between a Dependent and Independent variable. (CO2 - K2) 2
- (2.3) Define sampling error in one sentence. (CO3 - K1) 2
- (2.4) Explain a confidence interval. (CO4 - K2) 2
- (2.5) Define a DOI in the context of referencing. (CO5 - K1) 2

SECTION-B 30

Answer any one of the following:-

- (3.1) Differentiate between applied and pure research, giving a business example for each. (CO1 - K4) 6
- (3.2) Describe how to organize a literature review thematically. (CO1 - K2) 6

Answer any one of the following:-

- (3.3) Differentiate between exploratory, descriptive, and causal research designs. Provide one example of each. (CO2 - K4) 6
- (3.4) Explain the difference between independent, dependent, and moderating variables with a business example. (CO2 - K2) 6

Answer any one of the following:-

- (3.5) Differentiate between four types of non-probability sampling with examples. (CO3 - K4) 6
- (3.6) Describe the steps to design a good questionnaire. (CO3 - K2) 6

Answer any one of the following:-

- (3.7) List and explain the four steps of hypothesis testing. (CO4 - K1) 6
- (3.8) Explain the three measures of central tendency (mean, median, mode) and state when each is appropriate. (CO4 - K2) 6

Answer any one of the following:-

- (3.9) List and briefly describe the ten main components of a formal research report in order. (CO5 - K1) 6
- (3.10) List the key ethical principles outlined by COPE for researchers. (CO5 - K1) 6

SECTION-C

50

4. Answer any one of the following:-

- (4.1) Describe the entire business research process from problem identification to report writing. (CO1 - K2) 10
- (4.2) Create a one-paragraph research proposal outline for a study on "Customer loyalty in coffee shops." (CO1 - K6) 10

5. Answer any one of the following:-

- (5.1) Compare the structure of a research proposal for academic research versus business research. (CO2 - K4) 10
- (5.2) Design a conceptual framework for a study on "Social Media Marketing and Brand Loyalty." Include one moderating variable. (CO2 - K6) 10

6. Answer any one of the following:-

- (6.1) Compare the strengths and weaknesses of surveys, interviews, and observation as data collection methods. (CO3 - K4) 10
- (6.2) Justify the use of quota sampling over simple random sampling for a market research study with a tight deadline. (CO3 - K4) 10

7. Answer any one of the following:-

- (7.1) Differentiate between parametric and non-parametric tests. Give two examples of each. (CO4 - K4) 10
- (7.2) Calculate the mean, median, mode, and standard deviation for the dataset: [5, 7, 8, 10, 12, 12, 15]. Show workings. (CO4 - K3) 10

8. Answer any one of the following:-

- (8.1) Compare and contrast three major citation styles (APA, MLA, Chicago) used in research reporting. (CO5 - K4) 10

- (8.2) Analyze the ethical issues in a scenario where a researcher omits negative results to please a client. Propose solutions. (CO5 - K4) 10

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