Printed	Page:-03	Subject Code:- AMIBA0401 Roll. No:	
	NOIDA INSTITUTE OF ENGINEEDING	i AND TECHNOLOGY, GREATER NOIDA	
		Affiliated to AKTU, Lucknow)	
		tegrated)	
	SEM: IV - THEORY EXAM	.	
		Research Methods	
Time: 2	2.5 Hours	Max. Marks: 6	50
General	Instructions:		
IMP: Ver	ify that you have received the questi	on paper with the correct course, code, brand	ch
	Question paper comprises of three Se	ections -A, B, & C. It consists of Multiple Choic	ce
	ns (MCQ's) & Subjective type questions	•	
		ated on right -hand side of each question.	
	ate your answers with neat sketches w		
4. Assum	ne suitable data if necessary.		
5. Prefer	ably, write the answers in sequential o	order.	
6. No sh	neet should be left blank. Any writ	ten material after a blank sheet will not b	эe
evaluate	d/checked.		
	SECTI	DN A 1	5
1. Atten	npt all parts:-		
1-a.	In order to secure your brand's relections to secure your brand's relections to secure your brand's relections.	evancy in the market, your company must sand trends in the market. (CO1)	1
	(a) search (b) develop		
	(c) research		
	(d) eliminate		
1-b.	is the role of a literature review (CO2)	v in identifying gaps in existing research.	1
	(a) To replicate previous studie	2S	
	(b) To provide evidence for the	research hypothesis	
	(c) To highlight areas where fu	• •	
	(d) To summarize research me		
1-c.	When sample size increases (CO:	_	1
1 C.	(a) The standard error remains		1
	(a) The Standard Ellor Tellidilis	, unchanged	

	(b) The standard error increases	
	(c) The standard error declines	
	(d) None of these	
1-d.	is the usually undertaken to see if one variable, such as gender, is related to another variable, perhaps attitude. (CO4)	1
	(a) Bi-Variate analysis	
	(b) Univariate analysis	
	(c) Tri-Variate analysis	
	(d) None of these	
1-e.	The introduction of a report should state which of the following: (CO5)	1
	(a) Nature of the study	
	(b) Aims	
	(c) Sources of information	
	(d) All of these	
2. Atter	mpt all parts:-	
2.a.	Define Qualitative Research. (CO1)	2
2.b.	Define Validity in Research Design. (CO2)	2
2.c.	List any two characteristics of a good sample. (CO3)	2
2.d.	Define Hypothesis Testing. (CO4)	2
2.e.	List any two types of Research Report. (CO5)	2
	SECTION B	15
3. Answ	ver any <u>three</u> of the following:-	
3-a.	State the objectives of research. (CO1)	5
3-b.	Explain the Exploratory Research Design with a suitable example. (CO2)	5
3.c.	Differentiate between Likert Scale and Semantic differential scale with suitable examples. (CO3)	5
3.d.	Differentiate between Null Hypothesis and Alternative Hypothesis. (CO4)	5
3.e.	Demonstrate Short Report with two suitable examples. (CO5)	5
	SECTION C	30
4. Answ	ver any <u>one</u> of the following:-	
4-a.	Examine the various types of research and their relative merits and demerits with suitable examples from the business management point of view. (CO1)	6
4-b.	Define business research. Explain the scope of research with suitable example. (CO1	6 I)

5. Ans	wer any <u>one</u> of the following:-	
5-a.	Elaborate research design. Discuss various types of research designs. (CO2)	6
5-b.	Sketch the importance of Experimental Group and Control Group. (CO2)	6
6. Ans	wer any <u>one</u> of the following:-	
6-a.	Illustrate the different sampling techniques. State their advantages and disadvantages. (CO3)	6
6-b.	Analyze the merits and demerits of various probability sampling techniques. (CO3)	6
7. Ans	wer any <u>one</u> of the following:-	
7-a.	Write a short note on: (CO4) (i) Univariate data analysis (ii) Bivariate data analysis	6
7-b.	"The procedure of testing hypothesis requires a research to adopt several steps". Describe in brief all such steps. (CO4)	6
8. Ans	wer any <u>one</u> of the following:-	
8-a.	Outline the Essentials of a good report writing. (CO5)	6
8-b.	Discuss the layout of a research report covering all relevant points. (CO5)	6