

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

**NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY, GREATER NOIDA**

**(An Autonomous Institute Affiliated to AKTU, Lucknow)**

**MBA**

SEM:II CARRY OVER THEORY EXAMINATION-AUGUST 2023

**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-a. | Evaluation Research is concerned with. (CO1)   | 1 |
|      | (a) How well are we doing?   |   |
|      | (b) Why are we doing?  |   |
|      | (c) What are we doing?   |   |
|      | (d) None of the above  |   |
| 1-b. | In order to make the research reliable, it requires that__ (CO1)                                 | 1 |
|      | (a) Quantitative and qualitative methods are to be used.   |   |
|      | (b) Reliability and accuracy are provided for the quality of measurement procedures used.        |   |
|      | (c) It follows a scientific method.  |   |
|      | (d) None of the above.   |   |
| 1-c. | In this research design, the researcher has to use facts or information already available. (CO2) | 1 |
|      | (a) Analytical   |   |

- (b) Descriptive  
(c) Applied  
(d) Distinctive
- 1-d. Survey research is cross-sectional and as a result, it is. (CO2) 1  
(a) Low in internal validity but high in replicability  
(b) High in internal validity but low in reliability  
(c) High in ecological validity but low in external validity  
(d) None of These
- 1-e. Variable that can take all possible values in, are called. (CO3) 1  
(a) Intervening variable  
(b) Extraneous variable  
(c) Continuous variable  
(d) Discrete variable
- 1-f. Which the lower level of measurement (CO3) 1  
(a) Interval  
(b) Nominal  
(c) Ordinal  
(d) Ratio
- 1-g. Non-sampling errors arise at the stage of. (CO4) 1  
(a) Data collection  
(b) Formulation  
(c) conceptual framework  
(d) None of these
- 1-h. which of the following technique is more efficient as compared to simple random sampling as dividing the population into various strata increases the representativeness of the sampling. (CO4) 1  
(a) Stratified random sample  
(b) Cluster random sample  
(c) Simple random sample  
(d) None of above
- 1-i. An research report should consist of. (CO5) 1  
(a) Introduction  
(b) Literature review

(c) Research design

(d) All of Above

1-j. There are situations when certain questions knowingly or unknowingly are not answered by respondents are treated as.....(CO5) 1

(a) Ordinal Data

(b) Nominal Data

(c) Missing Data

(d) Ratio Data

**2. Attempt all parts:-**

2.a. Discuss the considerations in drafting a research proposal. (CO1) 2

2.b. Describe the quantitative approach to research. (CO2) 2

2.c. Explain the close-ended questionnaire. (CO3 ) 2

2.d. Define the classification of Data. (CO4) 2

2.e. Explain the F-Test. (CO5) 2

**SECTION B**

**30**

**3. Answer any five of the following:-**

3-a. Explain the the research proposal and its components. (CO1) 6

3-b. Explain the qualities of good research with example. (CO1) 6

3-c. Discuss the advantages and disadvantages of descriptive research design. (CO2) 6

3-d. Describe the steps of research in detail. (CO2) 6

3.e. Discuss the open ended questionnaire. (CO3) 6

3.f. Differentiate between Stratified sampling and Judgemental sampling with an example of each . (CO4) 6

3.g. Examine the different steps involved in report writing. (CO5) 6

**SECTION C**

**50**

**4. Answer any one of the following:-**

4-a. Elaborate the research problem in your own words. Also define the deductive and inductive thought by citing an example. (CO1) 10

4-b. Describe the different types of research, clearly pointing out the differences between exploratory and scientific research. (CO1) 10

**5. Answer any one of the following:-**

5-a. Opine yourself to conduct a qualitative research study for an ongoing fashion 10

trend. (CO2)

- 5-b. "Research design in exploratory studies must be flexible but in descriptive studies it must minimise bias and maximise reliability." Discuss (CO2) 10

**6. Answer any one of the following:-**

- 6-a. Discuss the scale selected for a research study of customer satisfaction towards two wheelers of a particular manufacturer. (CO3) 10
- 6-b. Explain the concepts of reliability and validity. Also discuss the various methods of reliability and validity. (CO3). 10

**7. Answer any one of the following:-**

- 7-a. Differentiate between probability sampling & non-probability sampling. Explain their methods in detail. (CO4) 10
- 7-b. Explain the significance of the concept of standard error in a sampling analysis. Also explain the various types of sampling error. (CO4) 10

**8. Answer any one of the following:-**

- 8-a. Discuss the rationale for adopting a data tabulation scheme in an academic project. (CO5) 10
- 8-b. Evaluate in detail, uni-variate & multi-variate analysis of data. (CO5) 10