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

MBA

SEM: II- THEORY EXAMINATION (2022-2023)

Subject : Business Research Methods

Time: 3Hours

Max. Marks:100

General Instructions:

IMP: Verify that you have received question paper with 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. The first step of research is: (CO1)

1

- (a) Selecting a problem
- (b) Searching a problem
- (c) Finding a problem
- (d) Identifying a problem

1-b. Research is _____ (CO1)

1

- (a) Working in a scientific way to search for truth of any problem
- (b) Searching continuously and again and again regarding something
- (c) Comparing and analyzing two or more things
- (d) an art and science of searching books, articles and terminologies

1-c. The experimental study is based on: (CO2)

1

- (a) The manipulation of variables
- (b) Conceptual parameters

- (c) Replication of research
- (d) Survey of literature
- 1-d. refers to previous research studies, reference books and other published sources. (CO2) 1
- (a) Literature Review
- (b) Research design
- (c) Research report
- (d) Sampling design
- 1-e. A researcher is interested in studying the prospects of a particular political party in an urban area. So, what tool should he prefer for the study? (CO3) 1
- (a) Rating Scale
- (b) Interview
- (c) Questionnaire
- (d) Schedule
- 1-f. ___ is the characteristic of research. (CO3) 1
- (a) Direct experience or observation
- (b) Cyclical
- (c) Precise judgement
- (d) All of the above
- 1-g. Which one is called non-probability sampling? (CO4) 1
- (a) Quota sampling
- (b) Cluster sampling
- (c) Systematic sampling
- (d) Stratified random sampling
- 1-h. When a research problem is related to heterogeneous population, the most suitable sampling method is: (CO4) 1
- (a) Cluster Sampling
- (b) Stratified Sampling
- (c) Convenient Sampling
- (d) Lottery Method
- 1-i. Which correlation co-efficient best explains the relationship between creativity and intelligence? (CO5)
- (a) 1.00
- (b) 0.6
- (c) 0.5

(d) 0.3

1j What is the major attribute of Correlation Analysis? (CO5)

- (a) Association among variables
- (b) Difference among variables
- (c) Regression among variables
- (d) Variations among variables

2. Attempt all parts:-

- 2.a. Formulate a research problem? (CO1) 2
- 2.b. Demonstrate the features of a good research design. (CO2) 2
- 2.c. What is the difference between the ordinal scale & nominal scale.(CO3)? 2
- 2.d. Analyze Non-probability sampling. (CO4) 2
- 2.e. Explain two benefits of graphical method. (CO5) 2

SECTION – B

30

3. Answer any five of the following-

- 3-a. What ethical rules should be considered when conducting research? (CO1) 6
- 3-b. Elaborate the steps in research process. (CO1) 6
- 3-c. Discuss Exploratory Research Design. (CO2) 6
- 3-d. Explain the meaning and significance of a research design. Discuss important concepts related to research design. (CO2) 6
- 3-e. Evaluate in detail, the steps involved in preparing a questionnaire. (CO3) 6
- 3-f. Analyze convenience sampling from a researcher perspective. (CO4) 6
- 3-g. Differentiate between bivariate analysis and multivariate analysis.(CO5) 6

SECTION – C

50

4. Answer any one of the following-

- 4-a. Discuss research. Discuss the significance of Literature review in research process. (CO1) 10
- 4-b. Discuss in detail, the applications of research in business organizations. (CO1) 10

5. Answer any one of the following-

- 5-a. Differentiate between independent variable & dependent variable. (CO2) 10

- 5-b. Define the conceptual framework and how significant is it to the design of research proposal? (CO2) 10
6. Answer any one of the following-
- 6-a. Explain with examples, the concept of validity & reliability. (CO3) 10
- 6-b. What do you mean by the term “Measurement”? Explain the characteristics and types of measurement scales. (CO3) 10
7. Answer any one of the following-
- 7-a. Discuss different methods of collecting data with the help of suitable examples. Differentiate between Observation and Interview. (CO4) 10
- 7-b. Explain the meaning of analysis of variance. Describe briefly the technique of analysis of variance for one way and two way classifications. (CO4) 10
8. Answer any one of the following-
- 8-a. Elaborate mechanics of writing a research report. Discuss preparation of final bibliography and explain writing mechanism of bibliography. (CO5) 10
- 8-b. Discuss the different type of research reports. Elaborate layout of the research report. (CO5) 10