Subject Code:- BMBIE0201

Roll. No:

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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 (2023 - 2024)

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.   Importance of research in business (CO1)   1

    (a)   Personal intuition

    (b)   Casual observation

    (c)   Increased expenses

    (d)   Informed decision-making

1-b.   Types of research (CO1)   1

    (a)   Limited and extensive

    (b)   Qualitative and quantitative

    (c)   Random and systematic

    (d)   External and internal

1-c.   Research design concept (CO2)   1

    (a)   Overall strategy to integrate study components

    (b)   Randomized methodology

    (c)   Haphazard guesswork

    (d)   Unstructured plan

1-d.   Features of a good research design (CO2)   1

    (a)   Ambiguity

    (b)   Guesswork

    (c)   Validity, reliability, and feasibility

    (d)   Randomness

1-e.   Concept of Measurement (CO3)   1

    (a)   The process of assigning numbers to objects or events

    (b)   Measuring weight

	(c)	Calculating sums	
	(d)	Measuring distance	
1-f.	Need for Measurement (CO3)		1
	(a)	To obtain accurate and reliable data	
	(b)	For entertainment	
	(c)	To waste time	
	(d)	For decoration	
1-g.	Sample frame definition (CO4)		1
	(a)	A small subset of the population	
	(b)	A list of all elements in the population	
	(c)	A random sample	
	(d)	A group of volunteers	
1-h.	Non-Sampling errors (CO4)		1
	(a)	Random selection	
	(b)	Errors from biases	
	(c)	Incorrect measurements	
	(d)	Errors not related to the act of sampling	
1-i.	Data Analysis steps include (CO5)		1
	(a)	Data collection	
	(b)	Hypothesis testing	
	(c)	Editing, Coding, Tabular representation	
	(d)	Statistical tools	
1-j.	Appropriate use of Bar charts (CO5)		1
	(a)	Showing proportions	
	(b)	Displaying trends	
	(c)	Comparing categorical data	
	(d)	Analyzing variances	

2. Attempt all parts:-

2.a.	Outline a quality of good research.(CO1)	2
2.b.	Describe a feature of a good research design.(CO2)	2
2.c.	Describe the need for measurement in research. (CO3)	2
2.d.	Describe a non-sampling error. (CO4)	2
2.e.	Describe a frequency table. (CO5)	2

SECTION B 30

3. Answer any <u>five</u> of the following:-

3-a.	Discuss the importance of research in business decision-making. (CO1)	6
3-b.	Analyze the qualities that make research effective and reliable.(CO1)	6
3-c.	Discuss the importance of a good research design in conducting effective research. (CO2)	6
3-d.	Evaluate the role of projective techniques in exploratory research design. (CO2)	6
3.e.	Compare the different levels of measurement. (CO3)	6
3.f.	Evaluate the issue of non-response and its impact on research findings. (CO4)	6

3.g.	Evaluate the role of data coding in the research process. (CO5)	6

SECTION C   **50**

4. Answer any <u>one</u> of the following:-

4-a.	Evaluate the overall significance of research in business development. (CO1)	10
4-b.	Discuss the impact of emerging trends on business research methodologies. (CO1)	10

5. Answer any <u>one</u> of the following:-

5-a.	Discuss the role and effectiveness of projective techniques in exploratory research design. (CO2)	10
5-b.	Analyze the significance of depth interviews and focus groups in qualitative research. (CO2)	10

6. Answer any <u>one</u> of the following:-

6-a.	Evaluate the key elements in designing an effective questionnaire for management research. (CO3)	10
6-b.	Discuss the differences and implications of nominal, ordinal, interval, and ratio levels of measurement. (CO3)	10

7. Answer any <u>one</u> of the following:-

7-a.	Discuss the significance of defining an accurate sampling frame and its impact on research validity. (CO4)	10
7-b.	Analyze the types of sampling errors and methods to mitigate them in research studies. (CO4)	10

8. Answer any <u>one</u> of the following:-

8-a.	Discuss the steps and significance of data editing and coding in the research process. (CO5)	10
8-b.	Analyze the role of frequency tables and distributions in summarizing data. (CO5)	10