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NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY, GREATER NOIDA

(An Autonomous Institute)

Affiliated to Dr. A.P.J. Abdul Kalam Technical University, Uttar Pradesh, Lucknow

MBA

FIRST YEAR (SEMESTER-II) THEORY EXAMINATION (2020-2021)

(Objective Type)

Subject Code: AMBA0202

Subject: Business Research Methods

Max. Mks. : 70

Time : 70 Minutes

General Instructions:

All questions are compulsory.

Question No- 1 to 15 are objective type question carrying 2 marks each.

Question No- 16 to 35 are also objective type/Glossary based question carrying 2 marks each.

Q.No	Question Content	Question Image	Category	Sub Category	Marks	Options Randomization	Type	Difficulty	Correct	Option1	Option2	Option3	Option4
1	The main concept behind doing research is to		Attempt All Questions	15 x 2= 30	2		Single Choice	Brilliant	get new ideas	study and explore knowledge	get new ideas	appreciating the prior art	none of these
2	Research objectives fall into a number of categories that include		Attempt All Questions	15 x 2= 30	2		Single Choice	Brilliant	exploratory, descriptive, diagnostic and experimentation research	planning to get answers for what, why & where type of questions	exploratory, descriptive, diagnostic and experimentation research	Constructing the questionnaire	None of these
3	The main difference between research and non-research is		Attempt All Questions	15 x 2= 30	2		Single Choice	Brilliant	All of these	the type of skills we use to discover something	the quantitative and qualitative methods that are to be used	the specific tools created	All of these
4	A blue print or research work is called		Attempt All Questions	15 x 2= 30	2		Single Choice	Brilliant	research design	research design	research problem	research method	research tools
5	What does the term 'longitudinal design' mean?		Attempt All Questions	15 x 2= 30	2		Single Choice	Brilliant	A study completed over a distinct period of time to map changes in social phenomena	A study of completed far away from where the researcher lives	A study which is very long to read	A study with two contrasting cases	A study completed over a distinct period of time to map changes in social phenomena
6	Quantitative Approach is		Attempt All Questions	15 x 2= 30	2		Single Choice	Brilliant	Structured	Unstructured	Structured	Both Unstructured & Structured	None of these
7	If the grading of diabetes is classified as mild, moderate and severe the scale of measurement used is.		Attempt All Questions	15 x 2= 30	2		Single Choice	Brilliant	Ordinal	Ordinal	Interval	Nominal	None of these
8	Q-sort is		Attempt All Questions	15 x 2= 30	2		Single Choice	Brilliant	Comparative Scale	Comparative Scale	Non-comparative Scale	Graphic Rating Scale	Itemized Rating Scale
9	Open-Ended is a type of		Attempt All Questions	15 x 2= 30	2		Single Choice	Brilliant	Questionnaire	Questionnaire	Sampling Design	Measurement	Research Design
10	The list of registered voters, number of students in a university and the telephone directory are some examples of...		Attempt All Questions	15 x 2= 30	2		Single Choice	Brilliant	Sampling Frame	Scaling	Sampling Frame	Large Sample	Small Sample
11	Simple random sampling is a special case of ... design where every element of the population has both know and equal chance of being selected in the sample.		Attempt All Questions	15 x 2= 30	2		Single Choice	Brilliant	Probability	Non- Probability	Probability	Both, Probability & Non-Probability	None of these

Q.No	Question Content	Question Image	Category	Sub Category	Marks	Options Randomization	Type	Difficulty	Correct	Option1	Option2	Option3	Option4
33	….. is systematic and objective process of collecting, recording and analyzing data to facilitate business decisions.		Glossary	4 x 2 = 8	2		Single Choice	Brilliant	Business Research	Research	Business Research	Applied Research	Systematically
34	…….. is conducted when a decision is made about a specific real life problem.		Glossary	4 x 2 = 8	2		Single Choice	Brilliant	Applied Research	Research	Applied Research	Business Research	Systematically
35	Research Methodology is a way to ….....solve the research problem		Glossary	4 x 2 = 8	2		Single Choice	Brilliant	Systematically	Research	Applied Research	Business Research	Systematically