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## NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY, GREATER NOIDA

## MCA INSTITUTE

(An Autonomous Institute Affiliated to AKTU, Lucknow)

## Global PGDM

TRIMESTER: III - THEORY EXAMINATION (2023 - 2024)

## Subject: Business Research Methods

Time: 2.5 Hours

Max. Marks: 60

**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****15****1. Attempt all parts:-**

- 1-a. The basis of applied research is \_\_\_\_\_. (CO1) 1
- (a) pure research
  - (b) qualitative research
  - (c) field experiment
  - (d) None of these
- 1-b. Metric data represents data collected in \_\_\_\_\_. (CO2) 1
- (a) ordinal scale
  - (b) nominal scale
  - (c) interval scale
  - (d) interval or ratio scale
- 1-c. The purpose of random sampling in research is to \_\_\_\_\_.(CO3) 1
- (a) ensure every member of the population has an equal chance of being selected

- (b) select participants based on specific characteristics
- (c) ensure a diverse sample representing different groups within the population
- (d) All of these
- 1-d. The role of a research hypothesis in qualitative research is to \_\_\_\_\_.(CO4) 1
- (a) Test predictions about relationships between variables
- (b) guide the research process and provide a focus for data collection
- (c) Generalizability
- (d) All of these
- 1-e. The term used to describe the process of drawing conclusions about a population based on a sample of that population is known as \_\_\_\_\_.(CO5) 1
- (a) Phenomenology
- (b) Generalization
- (c) Sampling bias
- (d) All of these

**2. Attempt all parts:-**

- 2.a. Mention the key components of a research methodology.(CO1) 2
- 2.b. Describe the ways in which the research methodology contributes to the generalizability of study findings.(CO2) 2
- 2.c. Describe the influence of research methodology on the choice of statistical analysis techniques.(CO3) 2
- 2.d. Explain the relationship between choice of research methodology and the selection of data collection techniques.(CO4) 2
- 2.e. Describe the difference between probability and non-probability sampling methods in research methodology.(CO5) 2

**SECTION B**

**15**

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

- 3-a. Describe a method to ensure the representativeness of a sample in research methodology.(CO1) 5
- 3-b. Explain the concept of a research instrument in research methodology.(CO2) 5
- 3.c. Explain the purpose of a research proposal in the research process.(CO3) 5
- 3.d. Describe how the confidentiality of participant data in research can be ensured.(CO4) 5

- 3.e. Define the term "quasi-experimental design" and explain its application in research methodology.(CO5) 5

### SECTION C

30

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

- 4-a. Herbal Care Ltd., a well-known soap company, is considering an expansion of its product range to include herbal cosmetics. Before launching the products, it would like to know who would be the most likely users and what would be their perception of a herbal range of cosmetics. State four hypotheses for the study.(CO1) 6
- 4-b. You have been selected as a marketing research consultant by a company. The owner of the company tells you- "So far my brand was more for the child consumer. I want to connect with my adult consumer." Prepare a list of issues which need to be researched by you, so that you may suggest the future course of action to the owner in order to resolve the above problem.(CO1) 6

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

- 5-a. Design a questionnaire to evaluate the performance of a new pizza restaurant.(CO2) 6
- 5-b. Develop a questionnaire for a bank to find about the opinion of its new customers after they have opened a new account with the bank.(CO2) 6

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

- 6-a. Explain using two real life examples the situation where cluster sample is used.(CO3) 6
- 6-b. You are a consultant for the University offering programmes like MBA, MCA and PGDM. You believe that the two year MBA programme has a slow and steady impact on the personality development of students. Explain a research design to test the above assumption.(CO3) 6

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

- 7-a. Company ABC, the leader in the market for biscuits has been losing sales on one of its major brands over the past two years. The marketing department in the company claims that the sales people are not doing their job properly, since the biscuit market seems to be growing. The sales management team on the other hand accuses the marketing group of setting impossible targets, without taking into account the fact that no brand can keep growing at an increasing or even a constant rate forever. Prepare two research objectives and frame two hypotheses for a marketing research study to be conducted to resolve these issues.(CO4) 6

7-b. Describe the meaning of a business opportunity along with examples.(CO4) 6

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

8-a. You're tasked with studying the eating habits of college students in a large university. Discuss the advantages and disadvantages of using random sampling, stratified sampling, and convenience sampling for this study.(CO5) 6

8-b. A business school in Greater Noida wants to know the market potential of starting an MBA programme in healthcare management. You have been asked to conduct a marketing research study for this purpose. Prepare four research objectives and list four hypotheses for the above study.(CO5) 6

REG. MAY 2024