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NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY, GREATER NOIDA

(An Autonomous Institute Affiliated to AKTU, Lucknow)

MBA

SEM: II - THEORY EXAMINATION (2024 - 2025)

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

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1. Attempt all parts:-

- 1-a. One of the emerging trends in business research is: (CO1,K1) 1
- (a) Telemarketing
 - (b) Direct Sales
 - (c) Focus Groups
 - (d) Data Analytics
- 1-b. A research design provides a: (CO1,K1) 1
- (a) Final result
 - (b) General discussion
 - (c) Blueprint for research
 - (d) Marketing plan
- 1-c. A well-structured research design leads to: (CO2,K1) 1
- (a) Misleading results
 - (b) Costly errors
 - (c) Irrelevant questions
 - (d) Reliable outcomes
- 1-d. Cross-sectional research design is best for: (CO2,K1) 1
- (a) Trend forecasting
 - (b) Historical analysis
 - (c) Hypothesis testing

- (d) One-time data collection
- 1-e. Designing a questionnaire should start with: (CO3,K1) 1
- (a) Scoring
 - (b) Reliability check
 - (c) Clear objectives
 - (d) Sampling frame
- 1-f. Reliability ensures: (CO3,K1) 1
- (a) Subjectivity
 - (b) Creativity
 - (c) Consistency in results
 - (d) Faster data entry
- 1-g. The sampling frame should ideally include: (CO4,K1) 1
- (a) Entire target population
 - (b) Statistical formulas
 - (c) Only numeric data
 - (d) Non-respondents
- 1-h. In sampling, a unit refers to: (CO4,K1) 1
- (a) A variable
 - (b) An individual element
 - (c) A formula
 - (d) A response method
- 1-i. Tool used to detect plagiarism is: (CO5,K1) 1
- (a) SPSS
 - (b) RStudio
 - (c) Turnitin
 - (d) Excel
- 1-j. Example of academic dishonesty? (CO5,K1) 1
- (a) Using APA format
 - (b) Conducting surveys
 - (c) Writing discussion
 - (d) Plagiarism
2. Attempt all parts:-
- 2.a. Explain the meaning of exploratory research. (CO1,K2) 2
- 2.b. List two characteristics of descriptive research. (CO2,K1) 2
- 2.c. Explain why nominal scale cannot be used for arithmetic operations. (CO3,K2) 2
- 2.d. Define snowball sampling with a real-world application. (CO4,K1) 2
- 2.e. State one reason why publication ethics is important. (CO5,K1) 2

SECTION-B

30

3. Answer any five of the following:-

- 3-a. Describe how business research supports innovation. (CO1,K2) 6
- 3-b. Briefly explain the criteria for the evaluation of research proposal. (CO1,K2) 6
- 3-c. Discuss the role of observation in exploratory research. (CO2,K2) 6
- 3-d. Write a short note on the use of experience surveys in business research. (CO2,K2) 6
- 3.e. Describe any three methods to reduce measurement error in research. (CO3,K2) 6
- 3.f. Elaborate on the characteristics of a good sample. (CO4,K2) 6
- 3.g. Discuss the format and structure of a standard research paper. (CO5,K2) 6

SECTION-C

50

4. Answer any one of the following:-

- 4-a. Evaluate how data analytics has changed the landscape of business research. (CO1,K4) 10
- 4-b. Compare and contrast qualitative and quantitative research methods. (CO1,K4) 10

5. Answer any one of the following:-

- 5-a. Analyze the advantages and limitations of longitudinal research designs. (CO2,K4) 10
- 5-b. Evaluate the statement "a combination of research designs improve business decision-making". (CO2,K5) 10

6. Answer any one of the following:-

- 6-a. Explain how scaling techniques can be applied in customer satisfaction surveys. (CO3,K2) 10
- 6-b. Analyze the key differences between comparative and non-comparative rating scale. (CO3,K4) 10

7. Answer any one of the following:-

- 7-a. Discuss the role of the sampling frame and its significance in research accuracy. (CO4,K2) 10
- 7-b. Analyze the advantages and disadvantages of using non-random samples in applied research. (CO4,K4) 10

8. Answer any one of the following:-

- 8-a. Critically evaluate the role of publication ethics in maintaining academic integrity. (CO5,K5) 10
- 8-b. Discuss the ethical considerations a researcher must keep in mind during the publication process. (CO5,K3) 10