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NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY, GREATER NOIDA

(An Autonomous Institute Affiliated to AKTU, Lucknow)

MBA (Integrated)

SEM: IV - THEORY EXAMINATION (2024- 2025)

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 primary purpose of conducting research. (CO1) (K1) 1
- (a) To solve a problem or answer a question
 - (b) To gather data
 - (c) To test hypotheses
 - (d) To publish papers
- 1-b. ____ is the first step in research design process. (CO2,K1) 1
- (a) Data Collection
 - (b) Formulating research questions
 - (c) literature review
 - (d) Hypothesis testing
- 1-c. A good sampling frame must be (CO3,K2) 1
- (a) Relevant
 - (b) Complete
 - (c) Precise
 - (d) All of the these
- 1-d. .A is a data collection method using a single interviewer with more 1
than one research participant. (CO4,K1)
- (a) Group Interview
 - (b) Individual Depth Interviews

(c)	Computer-Assisted Personal Interviews	
(d)	Unstructured Interviews	
1-e.	In the research process, report writing is: (CO5,K2)	1
(a)	Important	
(b)	The final step in the research	
(c)	Both A and B	
(d)	None of these	
2.	Attempt all parts:-	
2.a.	Define Business Research. (CO1,K1)	2
2.b.	Define Research Design. (CO2,K1)	2
2.c.	Define Sample. (CO3,K2)	2
2.d.	Define Mean. (CO4,K1)	2
2.e.	Define Research Report. (CO5,K2)	2
<u>SECTION-B</u>		15
3.	Answer any <u>three</u> of the following:-	
3-a.	Discuss the types of Business Research. (CO1,K2)	5
3-b.	Discuss the Research Design with suitable example. (CO2,K2)	5
3-c.	Differentiate between Convenience sampling and Quota sampling with examples. (CO3,K2)	5
3-d.	Explain the types of ANOVA with examples. (CO4,K2)	5
3.e.	Discuss Research Report with suitable examples. (CO5,K2)	5
<u>SECTION-C</u>		30
4.	Answer any <u>one</u> of the following:-	
4-a.	Examine the limitations of doing business research. (CO1,K4)	6
4-b.	Define ethics and explain the importance of ethics in business research with suitable examples. (CO1,K4)	6
5.	Answer any <u>one</u> of the following:-	
5-a.	Elaborate research design. Discuss various types of research designs. (CO2,K3)	6
5-b.	Discuss the major differences between descriptive and exploratory research designs. (CO2,K2)	6
6.	Answer any <u>one</u> of the following:-	
6-a.	Illustrate about the construction of questionnaire. (CO3,K3)	6
6-b.	Discuss the characteristics of a good sample. (CO3,K4)	6
7.	Answer any <u>one</u> of the following:-	
7-a.	Define t-test. Also discuss the types of t-test with good example. (CO4,K2)	6
7-b.	Data set: 2, 4, 6, 8, 10, 12, 14, 16, 18 Find the mean, median, mode, and range. (CO4,K5)	6

8. Answer any one of the following:-

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|------|--|---|
| 8-a. | Discuss various types of Samplings. (CO5,K2) | 6 |
| 8-b. | Write short notes on Bibliography and its importance in context of Research Report. (CO5,K1) | 6 |

REG:JAN_JUN-2025