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NIET BUSINESS SCHOOL, GREATER NOIDA

PGDM (Global)

TRIMESTER: III - THEORY EXAMINATION (20 -20)

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 following is a primary source of data _____. (CO1, K3) 1
- (a) Literature Review
 - (b) Textbooks
 - (c) Research articles
 - (d) Interviews
- 1-b. The purpose of random sampling in research is to _____. (CO2, K4) 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-c. Identify the variable which can be measured in nominal scale _____. (CO3, K4) 1
- (a) Anonymity
 - (b) Confidentiality
 - (c) Informed Consent
 - (d) None of the above
- 1-d. The role of a research hypothesis in qualitative research is to _____ (CO4, K5) 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 following is not a part of research report. (CO5, K6) 1
- (a) Title
 - (b) References
 - (c) Conclusion
 - (d) Author Bio
2. Attempt all parts:-
- 2.a. Explain the concept of operationalization in research methodology. (CO1, K3) 2
 - 2.b. Define Research Design. (CO2, K4) 2
 - 2.c. Describe the difference between probability and non-probability sampling methods in research methodology. (CO3, K4) 2
 - 2.d. Illustrate the characteristics of Hypothesis. (CO4, K5) 2
 - 2.e. List the main components of a research report. (CO5, K6) 2

SECTION-B

15

3. Answer any three of the following:-

- 3-a. Define the term "bias" in the context of research methodology. (CO1, K2) 5
- 3-b. Explain the different types of Research. (CO2, K3) 5
- 3-c. Describe the ways to determine the appropriate sample size for a study. (CO3, K4) 5
- 3-d. Describe the difference between primary and secondary data collection methods. (CO4, K5) 5
- 3.e. State the various types of research reports. (CO5, K6) 5

SECTION-C

30

4. Answer any one of the following:-

- 4-a. Explain the concept of Literature review with the special focus on the significance of it. (CO1, K2) 6
- 4-b. You have been approached by a famous fashion designer, who wants to launch an economy line and would like to know about the profile of fashion followers and the potential segments which can be converted into fashion followers. Explain how secondary data can be used to get the required information. (CO1, K2) 6

5. Answer any one of the following:-

- 5-a. While forming a research design, discuss the features that must be considered for creating a good research design. (CO2, K3) 6
- 5-b. Explain the key difference between qualitative and quantitative techniques with the help of suitable examples. (CO2, K3) 6

6. Answer any one of the following:-

- 6-a. An academic study has to be conducted across various IT companies to find out the increase in salary at which employees are ready to forego growth and development opportunities. Design a questionnaire for this purpose. (CO3, K4) 6
- 6-b. Godrej Foods have launched a soymilk-based beverage called 'Sofit' in ready-to-consume cartons. The company has asked you to conduct research to determine the initial consumer trial and user opinion of the product. Develop a questionnaire for the above study. (CO3, K4) 6
7. Answer any one of the following:-
- 7-a. Explain the different types of hypothesis with two examples for each type. (CO4, K5) 6
- 7-b. Describe the various data collection methods available with a researcher while conducting a study. (CO4, K5) 6
8. Answer any one of the following:-
- 8-a. Analyse the relevance of limitations of the study in a research report with general examples. (CO5, K6) 6
- 8-b. Create a research report for a topic of your choice in a brief manner. (CO5, K6) 6

REG:JAN_JUN-2025