

--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

NIET BUSINESS SCHOOL, GREATER NOIDA
PGDM
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. A systematic investigation to establish facts is called: (CO1, K1)

1

- (a) Experimentation
- (b) Research
- (c) Innovation
- (d) Hypothesis

1-b. Research design primarily serves as a: (CO2, K2)

1

- (a) Data collection tool
- (b) Blueprint for conducting research
- (c) Statistical analysis method
- (d) Hypothesis formulation technique

1-c. Measurement in research refers to: (CO3, K2)

1

- (a) Assignment of numbers to objects or events based on rules
- (b) Random allocation of values
- (c) Subjective judgment of variables
- (d) Collection of qualitative data

1-d. The universe in research refers to: (CO4, K1)

1

- (a) A specific group of elements under study
- (b) The entire solar system

- (c) Only the selected respondents
- (d) Randomly chosen individuals
- 1-e. The main objective of report writing is to: (CO5, K1) 1
 - (a) Confuse the reader
 - (b) Present findings clearly
 - (c) Hide crucial details
 - (d) Omit essential facts
- 2. Attempt all parts:-
- 2.a. Define the scientific method in research. (CO1, K1) 2
- 2.b. State two key characteristics of an effective research design. (CO2, K1) 2
- 2.c. Mention two key features of the interval scale. (CO3, K1) 2
- 2.d. Differentiate between probability and non-probability sampling. (CO4, K4) 2
- 2.e. State two advantages of using tabular representation of data. (CO5, K1) 2

SECTION-B

15

3. Answer any three of the following:-

- 3-a. Elaborate on the essential qualities required for conducting effective research. (CO1, K2) 5
- 3-b. Differentiate between qualitative and quantitative research with examples. (CO2, K4) 5
- 3-c. Describe the four levels of measurement with suitable examples. (CO3, K2) 5
- 3-d. Highlight the impact of non-sampling errors on data accuracy and decision-making. (CO4, K2) 5
- 3.e. Explain the various functions served by a research hypothesis. (CO5, K2) 5

SECTION-C

30

4. Answer any one of the following:-

- 4-a. A startup in the food delivery sector is planning to expand to new regions. The founders conduct studies on customer preferences, delivery logistics, and pricing strategies. Analyze the types of research most suitable for this situation and justify the approach. (CO1, K4) 6
- 4-b. A startup in the health tech industry launched a wearable device without conducting formal market research. Sales remained low despite a significant advertising push. Analyze the situation in the context of the meaning and importance of research in business decision-making. (CO1, K4) 6

5. Answer any one of the following:-

- 5-a. A school is planning to study the relationship between students' screen time and their academic performance over a semester. Identify the suitable type of descriptive research design and explain its relevance to the context provided. (CO2, K4) 6
- 5-b. A start-up in the education sector is looking to identify student pain points in 6

online learning platforms. Recommend an exploratory research method that could help them gather in-depth insights and explain its suitability for the scenario. (CO2, K3)

6. Answer any one of the following:-

- 6-a. A rating scale is a measurement tool used in research, assessment, and evaluation to gather data and assign scores or values to different attributes, characteristics, or behaviors. It allows individuals (raters) to rate the extent to which a person, object, event, or behavior possesses a specific trait or characteristic. Discuss the advantages and disadvantage of rating scales. (CO3, K2) 6
- 6-b. Examine possible problems in measurement that could have led to inconsistencies, and suggest measures to enhance the accuracy and reliability of future data collection. (CO3, K3) 6

7. Answer any one of the following:-

- 7-a. An HR department wants to survey employees about job satisfaction. They decide to survey every 10th employee on an alphabetized list of all employees. Identify the sampling method and discuss how it could affect the results. (CO4, K2) 6
- 7-b. Each member of the population has an equal chance of being selected in the sample. Explain the type of sampling method mentioned. (CO4, K2) 6

8. Answer any one of the following:-

- 8-a. Compare the effectiveness of a pie chart and a bar chart for displaying sales distribution across four product categories in a quarterly report. (CO5, K4) 6
- 8-b. A company needs a report on employee engagement strategies. Describe the essential components of the report that will enable management to make informed decisions. (CO5, K1) 6