Roll. No:

(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.   In order to secure your brand's relevancy in the market, your company must constantly look for ……………. updates and trends in the market. (CO1, K1)   1

     (a)   search

     (b)   develop

     (c)   research

     (d)   eliminate

1-b.   _____is a key advantage of exploratory research design. (CO2, K1)   1

     (a)   It helps in generating hypotheses for further research

     (b)   It allows for causal conclusions

     (c)   It provides conclusive answers to research questions

     (d)   It requires a large budget

1-c.   ___of the following is not a random sampling technique. (CO3, K1)   1

     (a)   Purposive sampling

     (b)   Stratified Sampling

     (c)   Cluster sampling

     (d)   Systematic sampling

1-d.   ___Statistical tool comes under Bivariate Analysis. (CO4,K1)   1

     (a)   Linear Regression Analysis

     (b)   Association of Attributes

    (c)   Two-way ANOVA

    (d)   All of these

1-e.   ___of the following forms part of the preliminary section of a legal research report. (CO5,K1)   1

    (a)   Title page

    (b)   Preface/ Acknowledgement

    (c)   Table of cases

    (d)   All of these

2. Attempt all parts:-

2.a.	List any two limitations in research. (CO1, K3)	2
2.b.	Define Literature Review. (CO2,K2)	2
2.c.	List any two characteristics of a good sample. (CO3, k3)	2
2.d.	Define Alternative Hypothesis. (CO4,K2)	2
2.e.	List any two formats of References. (CO5,K3)	2

SECTION-B   15

3. Answer any <u>three</u> of the following:-

3-a.	State the Research Process. (CO1,K3)	5
3-b.	Explain the Experimental Research Design with suitable example. (CO2,K2)	5
3.c.	Discuss Concept of Rating Scale with example. (CO3,K2)	5
3.d.	Find the mean, median, mode, and range. (CO4,K2)	5
3.e.	Discuss the types of Research Report. (CO5,K2)	5

SECTION-C   30

4. Answer any <u>one</u> of the following:-

| 4-a. | Define business research. Explain the scope of research with suitable example. (CO1,K2) | 6 |
| 4-b. | "Research is much concerned with proper fact finding, analysis and evaluation." Do you agree with this statement? Give reasons in support of your answer. (CO1, K5) | 6 |

5. Answer any <u>one</u> of the following:-

| 5-a. | Enumerate the characteristics of a good research design. (CO2, K3) | 6 |
| 5-b. | Sketch the importance of Experimental Group and Control Group. (CO2, K3) | 6 |

6. Answer any <u>one</u> of the following:-

| 6-a. | Briefly explain the types of Probability sampling. (CO3,K2) | 6 |
| 6-b. | Critically analyze the various types of non- probability sampling methods. (CO3, K4) | 6 |

7. Answer any <u>one</u> of the following:-

| 7-a. | Explain the steps of Hypothesis Testing. (CO4, K2) | 6 |

7-b.   Describe ANOVA. Briefly discuss about the types of ANOVA. (CO4, K3)   6

8. Answer any <u>one</u> of the following:-

8-a.   Outline the Essentials of a good report writing. (CO5, K3)   6

8-b.   Discuss different components of a good research report. (CO5, K2)   6