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(An Autonomous Institute Affiliated to AKTU, Lucknow)

PGDM

TRIMESTER: III - 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

1. Attempt all parts:-

- 1-a. The functional areas of business and research are. (CO1) 15
- (a) Customer Services
- (b) Human Resources
- (c) Administration and IT
- (d) All of the above
- 1-b. A Blue print of Research work is called (CO2) 1
- (a) Research Problem
- (b) Research Design
- (c) Research Methods
- (d) Research Tools
- 1-c. Choose the true example of primary data from the following options. (CO3) 1
- (a) Journal
- (b) Book
- (c) Census Report
- (d) Newspaper
- 1-d. Data Analysis is a process of. (CO4) 1
- (a) inspecting data
- (b) cleaning data

- (c) transforming data
 - (d) All of the above
- 1-e. The act of presenting someone else's work or idea as own is considered as: (CO5) 1
- (a) Plagiarism
 - (b) Academic dishonesty
 - (c) Wrongful appropriation
 - (d) All of these
2. Attempt all parts:-
- 2.a. Define the meaning of Research. (CO1) 2
 - 2.b. Define Hypothesis. (CO2) 2
 - 2.c. Mention two sources of secondary data. (CO3) 2
 - 2.d. Write down the meaning of data collection. (CO4) 2
 - 2.e. Distinguish between oral reporting and written reporting. (CO5) 2

SECTION-B

15

3. Answer any three of the following:-

- 3-a. Elaborate the points to be considered while formulating research problem. (CO1) 5
- 3-b. Describe the steps involved in research process with suitable examples. (CO2) 5
- 3-c. Write a note on primary data collection with examples. (CO3) 5
- 3-d. Determine the data processing method and elaborate on it, providing thorough explanations along with its benefits. (CO4) 5
- 3-e. Discuss the layout of a research report covering all relevant points. (CO5) 5

SECTION-C

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4. Answer any one of the following:-

- 4-a. Research is much concerned with proper fact finding, analysis and evaluation. Discuss whether you agree or not with the statement. Give reasons in support of your answers. (CO1) 6
- 4-b. Provide examples to illustrate how effective decision-making can enhance research quality and contribute to achieving organizational goals. (CO1) 6

5. Answer any one of the following:-

- 5-a. Give your understanding of a good research design. Discuss whether single research design suitable in all research studies. (CO2) 6
- 5-b. South India-based Magic Foods, a leading manufacturer of pickles, has been selling its products under the brand name „Magic" for over the last two decades. Magic Foods is engaged in the manufacturing and marketing of high quality Indian processed foods such as pickles, spice pastes, instant mixes, etc. Of late, the management of Magic Foods started facing two problems. The first one is to identify the factors that can increase the sales and the second

one is to predict sales for the next year. To find out a solution, Magic Foods sought the help of a marketing agency, Care Research. Discuss what type of research design you would choose and why. (CO2)

6. Answer any one of the following:-

- 6-a. The primary data is much more reliable than secondary data because it is collected directly from respondents. Comment. (CO3) 6
- 6-b. An Interview is a qualitative research method that relies on asking questions in order to collect data. Justify this statement and also differentiate between questionnaire and schedule. (CO3) 6

7. Answer any one of the following:-

- 7-a. A total of 25 patients admitted to a hospital are tested for levels of blood sugar, (mg/dl) and the results obtained were as follows: 87, 71, 83, 67, 85, 77, 69, 76, 65, 85, 85, 54, 70, 68, 80, 73, 78, 68, 85, 73, 81, 78, 81, 77, 75 6
Find the mean (mg/dl) of the above data. (CO4)
- 7-b. Enumerate and briefly discuss various measures of central tendency with examples. (CO4) 6

8. Answer any one of the following:-

- 8-a. Plagiarism is the act of using someone else's work or ideas without giving proper credit or attribution. Comment. (CO5) 6
- 8-b. Research misconduct means making up or falsifying data, manipulating data analyses, or misrepresenting results in research reports. It's a form of academic fraud. These actions are committed intentionally and can have serious consequences; research misconduct is not a simple mistake or a point of disagreement about data analyses. Research misconduct is a serious ethical issue because it can undermine academic integrity and institutional credibility. As per your opinion discuss some ways to control research misconduct. (CO5) 6