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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 (2023- 2024)**

**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) 1
- (a) To solve a problem or answer a question
  - (b) To gather data
  - (c) To test hypotheses
  - (d) To publish papers
- 1-b. \_\_\_\_\_ of the following is not a type of research design. (CO2) 1
- (a) Predictive
  - (b) Experimental
  - (c) Descriptive
  - (d) Comparative
- 1-c. A good sampling frame must be (CO3) 1
- (a) Relevant
  - (b) Complete
  - (c) Precise
  - (d) All of the these
- 1-d. \_\_\_\_\_ of the following test is defined as the hypothesis test which provides generalizations for making statements about the mean of the parent population. (CO4) 1
- (a) Parametric Test

(b)	Nonparametric Test	
(c)	ANOVA	
(d)	T-test	
1-e.	___of the following must be mentioned by the researcher in the report: (CO5)	1
(a)	Problems in collecting the data	
(b)	Possible discrepancies in data collection	
(c)	Suggestions to subsequent investigators on the same topic in the same context	
(d)	All of these	
2.	Attempt all parts:-	
2.a.	Define Business Research. (CO1)	2
2.b.	Define Research Design. (CO2)	2
2.c.	List any two characteristics of a good sample. (CO3)	2
2.d.	Define Z test. (CO4)	2
2.e.	Define APA Format of reference. (CO5)	2
	<b><u>SECTION-B</u></b>	15
3.	Answer any <u>three</u> of the following:-	
3-a.	Discuss the Purpose of doing Business Research. (CO1)	5
3-b.	Describe the importance of Research Design. (CO2)	5
3-c.	Appraise Systematic sampling with two suitable examples. (CO3)	5
3-d.	Differentiate between Paired Samples t-test and the one-sample t-test with examples. (CO4)	5
3.e.	Demonstrate Short Report with two suitable examples. (CO5)	5
	<b><u>SECTION-C</u></b>	30
4.	Answer any <u>one</u> of the following:-	
4-a.	Examine the limitations of doing business research. (CO1)	6
4-b.	Enumerate the different steps of the research process. (CO1)	6
5.	Answer any <u>one</u> of the following:-	
5-a.	Enumerate the characteristics of a good research design. (CO2)	6
5-b.	Sketch the importance of Experimental Group and Control Group. (CO2)	6
6.	Answer any <u>one</u> of the following:-	
6-a.	Critically analyze the various types of probability sampling methods. (CO3)	6
6-b.	Critically analyze the various types of non- probability sampling methods. (CO3)	6
7.	Answer any <u>one</u> of the following:-	
7-a.	Sketch the purpose of using hypothesis testing. (CO4)	6
7-b.	Describe the conditions necessary for applying ANOVA to data analysis. (CO4)	6
8.	Answer any <u>one</u> of the following:-	

- 8-a. Outline the Essentials of a good report writing. (CO5) 6
- 8-b. Define the report writing and what are the steps involved in Report writing? (CO5) 6

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