Subject Code:- AMBA0202

Roll. No:

NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY, GREATER NOIDA

(An Autonomous Institute Affiliated to AKTU, Lucknow)

MBA

SEM: II - CARRY OVER THEORY EXAMINATION - SEPTEMBER 2022

Subject: Business Research Methods

Time: 3 Hours

General Instructions:

1. The question paper comprises three sections, A, B, and C. You are expected to answer them as directed.

2. Section A - Question No- 1 is 1 marker & Question No- 2 carries 2 marks each.

3. Section B - Question No-3 is based on external choice carrying 6 marks each.

4. Section C - Questions No. 4-8 are within unit choice questions carrying 10 marks each.

5. 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. Research can be classified from three perspectives (CO1)

(a) philosophies, validity and unbiased

(b) controlled, systematic and empirical

(c) application, objectives and inquiry mode used

(d) None of the above

1-b. The conclusions/findings of which type of research cannot be generalized to other situations? 1 (CO1)

(a) historical Research

(b) applied Research

(c) Qualitative Research

(d) None of the above

1-c. Which of the following research design is concerned with discovering and testing certain 1 variables with respect to their association or disassociation? (CO2)

(a) Exploratory

(b) Descriptive

(c) Diagnostic

Printed Page:-

Max. Marks: 100

1

20

(d) Descriptive & Diagnostic

- 1-d. Quantitative Approach is- (CO2)
 - (a) Unstructured
 - (b) Structured
 - (c) Unstructured & Structured both
 - (d) None of Above
- 1-e. Multiple Responses is a type of- (CO3)
 - (a) Closed Ended Questionnaire
 - (b) Open Ended Questionnaire
 - (c) Scaling
 - (d) Sampling
- 1-f. A nominal scale merely act as identification labels for different categories in.(CO3)
 - (a) Numbers forming
 - (b) Text Forming
 - (c) Both
 - (d) None of Above
- 1-g. _____is not used in consumer research as the population size is usually very large, which 1 creates problems in the preparation of a sampling frame. (CO4)

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- (a) Stratified random sample
- (b) Cluster random sample
- (c) Simple random sample
- (d) None of above
- 1-h. In which of the following an expert is used to identify a representative sample. (CO4)
 - (a) Stratified random sample
 - (b) Cluster random sample
 - (c) Judgmental sampling
 - (d) Convenience sampling
- 1-i. Types of editing includes-(CO5)
 - (a) Field
 - (b) Office
 - (c) Both Above

- 1-j. Out of following, this technique helps to draw inference whether the samples have drawn 1 from population have the same mean-(CO5)
 - (a) Z-Test(b) T-Test(c) ANOVA
 - (d) F-Test

2. Attempt all parts:-

2.a	a. Describe the need for creating a research proposal for prospective research. (CO1)		2
2.ł	b. Define a depth interview. (CO2)		2
2.0	c. Mention the benefits of using Likert scale. (CO3)		2
2.0	d. Define the classification of Data. (CO4)		2
2.6	e. Define a Bar Chart with illustration. (CO5)		2
	SECTION B	30	

3. Answer any five of the following:-

3-a.	Explain the characteristics of a good researcher. (CO1)	6			
3-b.	Discuss the need of teaching business research to management students. (CO1)	6			
3-с.	Describe various approaches to exploratory research design. (CO2)	6			
3-d.	Describe with reason the use of descriptive research in the initial stages of research. (CO2)	6			
3.e.	Describe the importance of attitude measurement. (CO3)	6			
3.f.	Distinguish between sampling and non-sampling errors. (CO4)	6			
3.g.	Describe the process of data editing. (CO5)	6			
	SECTION C 5	0			
4. Answer any <u>one</u> of the following:-					
4-a.	Distinguish between research method and research methodology. Specify the criteria of go	od 10			
	research. (CO1)				
4-b.	Discuss various steps in a typical research. Does research always lead to solutions? (CO1)	10			
5. Answer any <u>one</u> of the following:-					
5-a.	Discuss the classification of research design. Enumerate distinguishing features of each	ch. 10			
	(CO2)				
5-b.	Describe in detail the meaning, importance and steps of research design. (CO2)	10			

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6. Answer any one of the following:-

- 6-a. Enumerate the principles to be followed for an ideal questionnaire design. Illustrate with 10 suitable examples. (CO3)
- 6-b. Elaborate on the measurement techinque adopted for measuring the attitude towards 10 purchasing luxury goods. (CO3)

7. Answer any one of the following:-

- 7-a. Describe the concept of sample size. Discuss the determination of sample size. Also discuss 10 the various approaches of determination of sample size. (CO4)
- 7-b. Convenience sampling is used to obtain information quickly and economically. The only 10 criterion for selecting sampling unites in the scheme is the convenience of the researcher or the investigator. Analyze the above statement .(CO4)
- 8. Answer any one of the following:-
- 8 Discuss the ideal structure of a research report. (CO5) 10
- 8 Apart from oral presentations, what other means can be employed by the researcher to 10 enhance the presentation process? (CO5)