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NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY, GREATER NOIDA

(An Autonomous Institute Affiliated to AKTU, Lucknow)

MBA

SEM: II - CARRY OVER THEORY EXAMINATION - JUNE 2023

Subject: Business Research Methods

Time: 3 Hours

Max. Marks: 100

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

20

1. Attempt all parts:-

- | | | |
|------|--|---|
| 1-a. | Research objectives falls into a number of categories that include (CO1) | 1 |
| | (a) planning to get answers for what, why & where type of questions | |
| | (b) exploratory, descriptive, diagnostic and experimentation research | |
| | (c) Both A and B | |
| | (d) none of the above | |
| 1-b. | Fundamental research is the type of research that (CO1) | 1 |
| | (a) is made for performing the basic or pure research; it's a theoretical research | |
| | (b) includes fact-finding enquires and surveys | |
| | (c) Both A and B | |
| | (d) all of the above | |
| 1-c. | Components used in experimental research (CO2) | 1 |
| | (a) Independent Variable | |
| | (b) Dependent Variable | |

- (c) Test Units
(d) All of Above
- 1-d. Research design is a blue print, outline and a _____. (CO2) 1
(a) guidance
(b) control
(c) plan
(d) strategy
- 1-e. Which of the following is considered as the sources of errors in measurement? (CO3) 1
(a) Precision, validity, reliability, unambiguous
(b) Conceptual errors, lack of theoretical support, responses, coding errors
(c) Respondent, situation, measurer, instrument
(d) Unsuitable measuring tool, inappropriate theory, use of vague terms
- 1-f. A naming scale, where variables are simply named or labelled, without any quantitative value or order, is called. (CO3) 1
(a) Ratio scale
(b) Nominal scale
(c) Interval scale
(d) Ordinal scale
- 1-g. Following is generally used when it is difficult to identify the members of the desired population. (CO4) 1
(a) Snowball sampling
(b) Cluster random sample
(c) Judgmental sampling
(d) Convenience sampling
- 1-h. In which kind of sampling sample is selected on the basis of various demographic characteristics. (CO4) 1
(a) Quota sampling
(b) Cluster random sample
(c) Judgmental sampling
(d) Convenience sampling
- 1-i. The objectives of a research report are. (CO5) 1
(a) Conveying of knowledge to the concerned people in the field of research

- (b) Proper presentation of the findings for further utilization of the recommendations.
- (c) Give impetus to research in the concerned knowledge area.
- (d) All of the above

| | | |
|------|---|---|
| 1-j. | The F-test. (CO5) | 1 |
| | (a) Is essentially a two-tailed test | |
| | (b) Is essentially a one-tailed test | |
| | (c) Can be one-tailed as well as two-tailed depending on the hypotheses | |
| | (d) Can never be one tailed test | |

2. Attempt all parts:-

| | | |
|------|---|---|
| 2.a. | Explain the empirical research. (CO1) | 2 |
| 2.b. | Describe the need of longitudinal approach. (CO2) | 2 |
| 2.c. | Describe the non-comparative scale. (CO3) | 2 |
| 2.d. | Explain the stratified random sampling. (CO4) | 2 |
| 2.e. | Describe the coeficient of correlation. (CO5) | 2 |

SECTION B

30

3. Answer any five of the following:-

| | | |
|------|--|---|
| 3-a. | Distinguish between Conceptual Research & Empirical Research. (CO1) | 6 |
| 3-b. | Explain the qualities of good research with example. (CO1) | 6 |
| 3-c. | Define the research design and briefly outline its different components. (CO2) | 6 |
| 3-d. | Explain the steps of conducting research. (CO2) | 6 |
| 3.e. | Describe the limitations of data collection through questionnaires. (CO3) | 6 |
| 3.f. | Describe the observation method. Enumerate the different types of observation methods available to the research. (CO4) | 6 |
| 3.g. | Differentiate between univariate, bivariate and multivariate analysis of data. (CO5) | 6 |

SECTION C

50

4. Answer any one of the following:-

| | | |
|------|---|----|
| 4-a. | Discuss with example "Exploratory Research" and "Analytical Research". (CO1) | 10 |
| 4-b. | It is often said that there is no proper link between some of the activities under way in the world of acadmics and in most business in our country. Suggest the ways to improve. (CO1) | 10 |

5. Answer any one of the following:-

- 5-a. Distinguish between qualitative and quantitative approach of exploratory research design. (CO2) 10
- 5-b. As a researcher you are asked to study the problem of long COVID 19 in your state. Write a project proposal highlighting the research design and other components in research methods. (CO2) 10

6. Answer any one of the following:-

- 6-a. Explain the method of data collection through questionnaires.(CO3) 10
- 6-b. Unconcealed questionnaires allow a respondent to express attitude in liberated and uninhibited manner. Explain. (CO3) 10

7. Answer any one of the following:-

- 7-a. Discuss the sample size determining factors for a survey of visitors visiting an high altitude adventure point. (CO4) 10
- 7-b. Explain the different types of Sampling using examples. (CO4) 10

8. Answer any one of the following:-

- 8-a. The alternative hypothesis can cover a whole range of value rather than a single point, these denoted as H1. Explain the statement (CO5). 10
- 8-b. Describe the characteristics and logical format for writing a research project /proposal. (CO5) 10