

MASTER OF BUSINESS ADMINISTRATION
SECOND SEMESTER
BUSINESS RESEARCH METHODS
MBA – 205
[USE OMR FOR OBJECTIVE PART]

2025/05

**SET
A**

Duration: 3 hrs.

Full Marks: 70

Time: 30 min.

(Objective)

Marks: 20

Choose the correct answer from the following:

1×20=20

1. A qualitative research problem statement:
 - a. Conveys a sense of emerging design
 - b. Specifies the research methods to be utilized
 - c. Specifies a research hypothesis
 - d. Expresses a relationship between variables
2. A review of the literature prior to formulating research questions allows the researcher to ____
 - a. Provide an up-to-date understanding of the subject, its significance, and structure
 - b. Guide the development of research questions
 - c. Present the kinds of research methodologies used in previous studies
 - d. All of the above
3. The feasibility of a research study should be considered in light of ____
 - a. Cost and time required to conduct the study
 - b. Access to gatekeepers and respondents
 - c. Potential ethical concerns
 - d. All of the above
4. Research hypotheses are ____
 - a. Formulated prior to a review of the literature
 - b. Statements of predicted relationships between variables
 - c. B but not A
 - d. Both A and B
5. What is the term for the complete set of individuals, items, or data from which a sample can be drawn?
 - a. Population
 - b. Group
 - c. Unit
 - d. Sample

6. In systematic sampling, the sampling interval is calculated as:
 - a. Sample size / Population size
 - b. Population size / Sample size
 - c. Square root of population
 - d. Margin of error / Confidence level
7. A larger sample size usually leads to:
 - a. Greater bias
 - b. Less precision
 - c. More sampling error
 - d. More accurate results
8. Find the odd one out.
 - a. Stratified sampling
 - b. Snowball sampling
 - c. Convenience sampling
 - d. Quota sampling
9. Research that uses qualitative methods for one phase and quantitative methods for the next phase is known as ____
 - a. Action research
 - b. Mixed-method research
 - c. Quantitative research
 - d. Qualitative research
10. What type of data is collected directly from the original source?
 - a. Primary data
 - b. Secondary data
 - c. Tertiary data
 - d. External data
11. What is a structured way of collecting data by asking a series of questions?
 - a. Focus Groups
 - b. Surveys
 - c. Interview
 - d. Open-ended questions
12. A Likert scale typically uses how many points in its response format?
 - a. 5
 - b. 3 or 5
 - c. 5 or 7
 - d. 7
13. Which is the right assumption for independent sample t-tests?
 - a. Homogeneity of variance
 - b. Linear relationship
 - c. Normally distributed data
 - d. Data must be nominal
14. A significant ANOVA result tells you:
 - a. All groups have equal means
 - b. At least one group mean is different
 - c. All variances are unequal
 - d. The data is not normally distributed
15. Which of the following is a requirement for using Pearson correlation?
 - a. Nominal data
 - b. Interval or ratio data
 - c. Ordinal data
 - d. Non-parametric distribution

16. A researcher wants to determine whether there is a relationship between gender (male/female) and purchase decision (buy/not buy). Which test should be used?
 - a. Chi-Square Test
 - b. Independent Sample t-test
 - c. Pearson Correlation
 - d. Regression Analysis
17. What does a bibliography include that references do not?
 - a. Interviews only
 - b. Weblinks
 - c. Sources cited only
 - d. Sources consulted but not necessarily cited
18. What is the main purpose of an Executive Summary?
 - a. Provide a background to the study
 - b. Add more visuals
 - c. Summarize the report's main objectives and findings
 - d. None of these
19. Which of the following is NOT a characteristic of an ideal report?
 - a. Well-organized with section headings
 - b. Full of technical jargon
 - c. Easy to understand
 - d. Clear and concise
20. The main body of a report should begin with:
 - a. Acknowledgement
 - b. Introduction
 - c. Abstract/Executive Summary
 - d. Content Table

(Descriptive)

Time: 2 hr. 30 mins.

Marks: 50

[Answer question no.1 & any four (4) from the rest]

1. Explain the various steps of Research process with suitable example and highlight importance of each step in making effective research. 10
2. Discuss briefly the various methods of research design. Highlight the necessity and use of doing literature review. 5+5=10

3. a) A bank wants to evaluate customer satisfaction for different services like credit cards, loans, and savings accounts. It ensures that an equal number of customers from each service category are included in the survey, but selects them based on the availability at the branch. Identify the most suitable sampling method and justify your answer. Explain how the sampling method applies in this context. 5+5=10

b) An HR manager at a multinational company wants to understand employee satisfaction across different departments such as HR, Finance, Marketing, and Operations. He decides to ensure that each department is proportionally represented in the sample and randomly selects employees from each group. Identify the most suitable sampling method and justify your answer. Explain how the sampling method applies in this context.

4. Topic of Study: "E- Commerce and Environmental, Social and Governance (ESG): Perception of Customers" 10
Prepare a questionnaire after setting objective/objectives.

5. a) A company is going to launch a product of Fragrance(perfume) and the company is having good and successful history with other product brands. Now, according to you, answer the following questions: 1+2+2=5

- i. In which areas the company should do research/market study?
ii. What data type will be required for market study?
iii. What will be the sources for that data? 5

b) A fast-moving consumer goods (FMCG) company surveyed 240 customers on their preferred snack brand (Brand A vs. Brand B) and age category (consumers of age 30 years or less vs. consumer of age greater 3) years). The MS-Excel outputs are as follows:

Chi-square statistics = 45.2, df = 1, p-value = 0.0013

State the null (H_0) and alternative (H_a) hypotheses, interpret the Excel output, and comment on statistical and practical implications.

6. a) Define data editing and coding in the context of business research. Discuss its significance in data analysis and interpretations.

5+5=10

- b) A HR manager collected information on employees' tenure (in years) in the organization and their satisfaction level at workplace in scale of 1-10, for 500 employees of his organization. He carried out a correlation test and got the following outputs.

<i>Statistic</i>	<i>Value</i>
<i>Pearson r</i>	-0.36
<i>t (df = 498)</i>	-8.52
<i>p-value</i>	0.0013 5

Based on the given information, formulate the hypotheses, interpret the Excel output, and comment on statistical and practical implications.

7. a) List any five essential components of a well-structured research report and explain their practical importance.

5+5=10

- b) Discuss the role of charts (bar, pie, line) in making research findings more accessible to non-technical stakeholders. Which chart would you use for trend analysis and why?

8. What are the key guidelines to be followed while presenting data in forms of charts, tables, and graphs effectively in a research report?

10

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