

MBA
SECOND SEMESTER
BUSINESS RESEARCH METHODS
MBA-204

Duration: 3 Hrs.

Marks: 70

{ PART : A (OBJECTIVE) = 20
PART : B (DESCRIPTIVE) = 50 }

[PART-B ; Descriptive]

Duration: 2 Hrs. 40 Mins.

Marks: 50

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

1. Discuss the research problems in different functional areas of management. 10
2. Briefly describe the different steps involved in a research process. 10
3. Define data and give some examples of data. Design a questionnaire to study the impulse buying behavior of consumers in a grocery store. 2+8=10
4. What are the types of measurement scale? Explain them with examples. 10
5. Processing of data involves editing, coding, classifying and tabulating. Explain each of these steps by taking an appropriate research example. 8+2=10
6. Briefly describe the different types of sampling techniques with examples. 10
7. Distinguish between type I error and type II error. The daily demand of a product seems to follow uniform distribution. The observed frequency of daily demand values are summarized in the following table: 2+8=10

Demand(units)	25	26	27	28	29	30	31	32	33	34
Observed frequency	18	15	12	15	11	14	17	15	19	14

Check whether the given data follow uniform distribution at a significance level of 0.01.

8. How would you define a research design? Distinguish between: exploratory and descriptive research designs. 3+7=10

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Duration: 20Mns.

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[PART-A : Objective]

Choose the correct answer from the following:

1×20=20

1. Research methodology is a way to,
 a. Analyze the data required for research.
 b. Solve the research problem systematically.
 c. Utilize the data to solve a problem.
 d. None of the above
2. What is the purpose of doing research?
 a. To identify problem
 b. To find the solution
 c. Both (a) and (b)
 d. None of the above
3. When each member of a population has an equally likely chance of being selected, this is called:
 a. A nonrandom sampling method
 b. A quota sample
 c. A snowball sample
 d. An Equal probability selection method
4. When numbers are just assigned to phenomena without discrimination, it is a
 a. Ordinal scale
 b. Nominal scale
 c. Ratio scale
 d. Interval scale
5. The process of drawing a sample from a population is known as-----
 a. sampling
 b. census
 c. survey research
 d. none of the above
6. What do the researchers use to analyze the data?
 a. Mathematical methods
 b. Probability methods.
 c. Index numbers
 d. Statistical tools
7. The primary function of business research is to _____
 a. provide information to assist managers in making decisions
 b. provide solution to a business problem
 c. attempt to predict future behavior
 d. identify personal needs
8. The research process begins with _____
 a. Identifying research objectives
 b. problem discovery
 c. observation and secondary data study
 d. forming hypothesis statements
9. Research designs may be categorized according to their fundamental objective. Which of the following are research design categories?
 a. Scientific, exploratory, and descriptive.
 b. Descriptive, research, and experimental.
 c. Descriptive, causal, and exploratory.
 d. Causal, experimental, and scientific.
10. When deciding whether business research should be conducted, each of the following factors is a major consideration EXCEPT:
 a. Time constraints.
 b. availability of the data
 c. Availability of company employees who are survey experts.
 d. Value of business research information in relation to its costs.
11. The goal of defining the problem is _____
 a. to state the research question clearly
 b. to have a single hypothesis
 c. to translate a research problem into a managerial problem
 d. to initiate exploratory research
12. What type of question is the following: "I am going to show you a sample of magazine advertisement. What does this advertisement means to you?"
 a. Open-ended
 b. Closed ended
 c. Dichotomous
 d. Multiple choice
13. Approval for a newly established library policy on internet use, measured on a 5 - point Likert Scale, where the anchors are "strongly Approve" and strongly Disapprove". Identify the correct level of measurement for the variable.
 a. Nominal
 b. Ordinal
 c. Interval
 d. Ratio

