MBA

SECOND SEMESTER

BUSINESS RESEARCH METHODS

MBA-204

Duration: 3 Hrs.

REV-00

MBA 28/32

Marks: 70

Marks: 50

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

[PART-B : Descriptive]

Duration: 2 Hrs. 40 Mins.

frequency

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

| 1. | Discuss the research management. | pro | oblen | ns i | n di | ffere | nt fi | unctio | onal | area | s ol | f 10 |
|----|--|-------|--------|--------|-------|--------|--------|--------|--------|-------------|-------|-----------|
| 2. | Briefly describe the diff | feren | t step | os inv | olved | l in a | resea | arch | proce | 55 . | | 10 |
| 3. | Define data and give s study the impulse buyi | | | | | | | | | | | 2+8=10 |
| 4. | What are the types of r | neasi | urem | ent so | ale? | Expla | nin th | iem v | vith e | xamj | ples. | 10 |
| 5. | Processing of data inv Explain each of these st | | | | | | | | | | | . 8+2=10 |
| 6. | Briefly describe the examples. | diffe | erent | type | es of | sar | nplin | g te | chnic | lues | with | 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: | | | | | | | | | | | |
| | Demand(units) | 25 | 26 | 27 | 28 | 29 | 30 | 31 | 32 | 33 | 34 | |
| | Observed | 10 | 4.5 | 10 | 4.0 | | | 4.7 | | 10 | | |

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: 3+7=10 exploratory and descriptive research designs.

REV-00 MBA/28/

| (REV-00 2017/ | |
|---|--|
| MBA/28/32 | 7. The primary function of business research is to |
| MBA | a. provide information to assist managers in making decisions |
| SECOND SEMESTER | b. provide solution to a business problem |
| BUSINESS RESEARCH METHODS | c. attempt to predict future behavior |
| MBA-204 | d. identify personal needs |
| Duration: 20Mns. Marks: 2 | |
| [PART-A : Objective] | |
| [<u>FART-A: Objective</u>] | a. Identifying research objectives |
| Choose the correct answer from the following: 1×20= | b. problem discoveryc. observation and secondary data study |
| Choose the correct answer from the following. | d. forming hypothesis statements |
| 1. Research methodology is a way to, | |
| a. Analyze the data required for research. | 9. Research designs may be categorized according to their fundamental objective. |
| b. Solve the research problem systematically | Which of the following are research design categories? |
| c. Utilize the data to solve a problem. | Scientific, exploratory, and descriptive. |
| d. None of the above | b. Descriptive, research, and experimental. |
| 2 What is the number of doing recearch? | c. Descriptive, causal, and exploratory. |
| 2. What is the purpose of doing research? | d. Causal, experimental, and scientific. |
| a. To identify problemb. To find the solution | 10. When deciding whether business research should be conducted, each of the |
| c. Both (a) and (b) | following factors is a major consideration EXCEPT: |
| d. None of the above | a. Time constraints. |
| a None of the above | b. availability of the data |
| 3. When each member of a population has an equally likely chance of being selected, this is called: | c. Availability of company employees who are survey experts. |
| a. A nonrandom sampling method | d. Value of business research information in relation to its costs. |
| b. A quota sample | 11. The goal of defining the problem is |
| c. A snowball sample | a. to state the research question clearly |
| d. An Equal probability selection method | b. to have a single hypothesis |
| 4. When numbers are just assigned to phenomena without discrimination, it is a | c. to translate a research problem into a managerial problem |
| a. Ordinal scale | d. to initiate exploratory research |
| b. Nominal scale | |
| c. Ratio scale | 12. What type of question is the following: "I am going to show you a sample of |
| d. Interval scale | magazine advertisement. What does this advertisement means to you?" |
| | a. Open-endedb. Closed ended |
| 5. The process of drawing a sample from a population is known as | c. Dichotomous |
| a. sampling | d. Multiple choice |
| b. census | u. Multiple choice |
| c. survey research | 13. Approval for a newly established library policy on internet use, measured on a 5 - |
| d. none of the above | point Likert Scale, where the anchors are "strongly Approve" and strongly |
| 6. What do the researchers use to analyze the data? | Disapprove". Identify the correct level of measurement for the variable. |
| a. Mathematical methods | a. Nominal |
| b. Probability methods. | b. Ordinal |
| c. Index numbers | c. Interval |
| d. Statistical tools | d. Ratio |

14. When a researcher holds a 90 minute discussion with a manager in order to determine the managers ideas about the feasibility of a new product launch, this is an example of a

a. Case study

- b. In- depth interview
- c. Secondary data analysis
- d. Word association
- are original words of research or raw data without interpretation that 15. represent an official opinion or position.
 - a. Secondary sources
 - b. Primary sources
 - c. Statistical sources
 - d. Bibliographies
- 16. The solution to a research problem is presented in the report as a part of the _____
 - a. Appendix
 - b. Conclusions
 - c. Findings
 - d. Recommendation
- 17. When making an oral presentation, the speaker should
 - a. Vary the volume, pitch, voice quality, articulation, and pace of speaking.
 - b. Memorize the speech
 - c. Begin with recommendations
 - d. Be comfortable enough with the material to "wing it".
- 18. Any procedure that uses a small number of items on people to make a conclusion regarding a larger group known as the population is called
 - a. Statistics
 - b. Sampling
 - c. Surveying
 - d. Probability theory
- 19. Which of the following is a common problem with secondary research data?
 - a. Outdated information
 - b. Different definition of terms
 - c. Different unit of measurement
 - d. All of the above
- 20. Which of the following is a good practice in becoming a good interviewer?
 - a. Be patient
 - b. Pay attention to accuracy and detail.
 - c. keep responses confidential
 - d. All of the above.

UNIVERSITY OF SCIENCE & TECHNOLOGY, MEGHALAYA



Ouestion Paper CUM Answer Sheet





Serial no. of the main Answer sheet

| Semester : Roll No : | |
|--|-------|
| Enrollment No : Course code : | |
| Course Title : | |
| Session : 2016-17 Date : | |
| | ***** |
| Instructions / Guidelines | |
| The paper contains twenty (20) / ten (10) questions. The student shall write the answer in the box where it is provided. The student shall not overwrite / erase any answer and no mark shall be given | 1 for |
| such act. Hand over the question paper cum answer sheet (Objective) within the allotted (20 minutes / 10 minutes) to the invigilator. | |

Full Marks Marks Obtained Remarks 20

Scrutinizer's Signature