

MASTER OF COMMERCE
THIRD SEMESTER
BUSINESS RESEARCH METHODS
MCM – 302

**SET
B**

[USE OMR SHEET FOR OBJECTIVE PART]

Duration: 3 hrs.

Full Marks: 70

Time: 30 mins.

(Objective)

Marks: 20

Choose the correct answer from the following:

1 × 20 = 20

- Extraneous variables are independent variables that are not directly linked with the study, but may influence the.....variable.
 - Control
 - Dependent
 - Confounded
 - Independent
- Which of the following is not a way of assessing the trustworthiness of qualitative research?
 - Dependability
 - Accessibility
 - Transferability
 - Credibility
- When phenomena are rated or scored in the order of importance, the type of scale used is
 - Ordinal scale
 - Nominal scale
 - Interval scale
 - Ratio scale
- Classification of data refers to
 - Arrangement of data in an order
 - Arrangement of raw data into tables.
 - Organization of numbers.
 - Arrangement of figures
- A Research design includes which one of the following?
 - Statistical techniques alone
 - Sampling, observational, statistical and operational designs
 - Only sampling design
 - Only data collection methods
- Secondary data can be obtained from –
 - Journals, reports
 - Govt. & private publications
 - Trade
 - Professional bodies
 - i, ii, iii
 - i, ii, iii, iv
 - i, iv
 - i, ii
- research aims at finding a solution for an immediate problem facing a society or a business entity.
 - Applied
 - Fundamental
 - Conceptual
 - None of these

8. ____ variable is the variable whose behaviour is to be measured as a result of an experiment.
- | | |
|------------|----------------|
| a. Unknown | b. Dependent |
| c. Known | d. Independent |
9. The aims of research is/are
- | | |
|---------------|------------------|
| a. Factual | b. Theoretical |
| c. Verifiable | d. All the above |
10. Direct personal interviews constitute.....
- | | |
|------------------|-------------------|
| a. Tertiary data | b. Secondary data |
| c. Primary data | d. None of these |
11. In..... sampling, the entire population is segmented into mutually exclusive groups or categories.
- | | |
|----------------|---------------|
| a. Convenience | b. Judgmental |
| c. Quota | d. Snowball |
12. Data analysis can be in
- | | |
|---------------------|--|
| a. Statistical form | b. Descriptive form |
| c. Explanatory form | d. Descriptive, explanatory and graphical form |
13. The issue of 'research ethics' may be considered pertinent at which stage of research?
- | | |
|---|--|
| a. At the stage of problem formulation and its definition | b. At the stage of defining the population of research |
| c. At the stage of data collection and interpretation | d. At the stage of reporting the findings. |
14. Which one of the following represents the correct order for preparation of a dissertation?
- | | |
|---|---|
| a. Methods, Literature Review, Results, Conclusion, Introduction. | b. Introduction, Literature Review, Methods, Results, Conclusion. |
| c. Conclusion, Introduction, Methods, Literature Review, Results. | d. Introduction, Literature Review, Results, Methods, Conclusion. |
15. error refers to a situation where the researcher rejects the null hypothesis when it is true.
- | | |
|---------------|---------------|
| a. One tailed | b. Type II |
| c. Type I | d. Two tailed |
16. Research objectives ideally imply which one of the following?
- | | |
|------------------------------|---|
| a. Specific aim of the study | b. The goal which the researcher wants to attain. |
| c. The contents of the study | d. None of these |
17. Which one of the following is not a part of research design?
- | | |
|-----------------------|-------------------------|
| a. Sampling design | b. Observational design |
| c. Operational design | d. Interior design |

18. Independent variables that are not related to the purpose of the study, but may affect the dependent variables are termed as:
- a. Extraneous Variable
 - b. Continuous Variable
 - c. Extra Variable
 - d. None of the above
19. The first step of research is -
- a. Selecting a problem
 - b. Searching a problem
 - c. Finding solution of a problem
 - d. Identifying a problem
20. When the researcher notes down the responses from the interview conducted among the sample units, the technique is known as:
- a. Through the questionnaire
 - b. Through a schedule
 - c. Through a structured annexure
 - d. Through an indirect tele conferencing

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(Descriptive)

Time : 2 Hr. 30 Mins.

Marks : 50

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

- | | |
|---|----------|
| 1. a) What is Business Research? Discuss the role research in Business. | 1+4+5=10 |
| b) Briefly discuss the different types of research. | |
| 2. a) Discuss the main steps of Research Process. | 6+4=10 |
| b) Mention the features of good Research Design. | |
| 3. a) Critically discuss about the types of measurement scales. | 6+2+2=10 |
| b) Write short notes on: | |
| I) Rank Order Scales | |
| II) Likert Scales | |
| 4. a) Briefly discuss the steps in sampling process. | 6+2+2=10 |
| b) Discuss any two methods of probability sampling. | |
| 5. Write a suitable title of a research study/proposal with its objectives and also draft a sample questionnaire to meet the objectives of the study. | 1+2+7=10 |

6. E-Trader Fahim an e-Commerce trader plans to test the effectiveness of three different advertisement programmes in the different media. Each advertisement programme will be run for a month as given in the following table. You as the publicity manager of E-Trader Fahim want to know the impact of these advertisement programmes on the level of hits received by the E-Trader Fahim website in three different months. The number of hits received in each month and the corresponding advertising programme is given below: 2+2+4+4=10

Advertising Programme	Month	Hits Received
TV	April	4500
News paper	May	5000
Social media	June	4200

Do you find any difference among the hits received during each month the advertising programme was run? Show the calculation of your test with appropriate reasoning.

The critical values at different degrees of freedom and levels of significances are given below.

Degrees of Freedom	Level of Significance		
	10%	5%	1%
2	4.605	5.991	9.210
3	6.251	7.815	11.341

7. Discuss briefly the content of a research report. 10
8. Write short notes on (*any two*): 5×2=10
- Observation method of data collection
 - Ethics in research
 - Sampling process

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