

**MASTER OF BUSINESS ADMINISTRATION
SECOND SEMESTER [REPEAT]
BUSINESS RESEARCH METHODS
MBA – 205**

**SET
A**

[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

1. Probability Sampling is a method where all elements of the population have
 - a. Unequal chances of being selected
 - b. Entire Population is selected
 - c. Equal Chances of selection
 - d. None of the Above
2. Census method refers to collecting data from the entire set of the population
 - a. True
 - b. False
3. A Primary data is a firsthand data which can be collected from
 - a. Questionnaire
 - b. Interview
 - c. Schedule
 - d. All of the Above
4. Sampling method in which references have to be first identified to find the actual sample respondent is called _____.
 - a. Systematic sampling
 - b. Snowball Sampling
 - c. Convenience sampling
 - d. All of the Above
5. APA stands for _____ is a manual to document the source.
 - a. American Psychological Association
 - b. American Physician Association
 - c. Advance Pricing Agreement
 - d. None of the Above
6. A formal document that presents the research objectives, design of achieving these objectives, and the expected outcomes/deliverables of the study is called _____.
 - a. Research design
 - b. Research Proposal
 - c. Research Hypothesis
 - d. Research report
7. Non-Sampling Error can occur because of which reason?
 - a. Non-Response
 - b. Measurement Error
 - c. Faulty Questionnaire Design
 - d. All of the Above
8. Which sequence of questions is most ideal for questionnaire design?
 - a. Easy set of questions, difficult questions and demographic Profile
 - b. Difficult Questions to Easy Questions
 - c. Recall and Branching Questions at First
 - d. None of the Above
9. Which of the following is not a non-random sampling?
 - a. Cluster Sampling
 - b. Stratified Sampling
 - c. Systematic Sampling
 - d. Convenience Sampling

10. Type of research conducted to solve immediate and pressing problem is called
- a. Action
 - b. Fundamental
 - c. Descriptive
 - d. Exploratory
11. ANNOVA stands for _____ and compares the _____ of three or more groups.
- a. Analysis of Variance, Means
 - b. Analysis of Variance, Standard Deviation
 - c. Analysis of Variance, Variance
 - d. None of the Above
12. T-test is used when dependent variable is measure in _____ and independent variable is measured in _____
- a. Nominal scale, ordinal scale
 - b. Ordinal Scale, Interval
 - c. Nominal Scale, Ratio Scale
 - d. None of the Above
13. A random sample is possible only when the following condition is met
- a. Sampling Frame is Available
 - b. Data is Normally Distributed
 - c. Population is Unknown
 - d. None of the Above
14. What type of chart is useful for comparing values over categories?
- a. Pie chart
 - b. Column Chart
 - c. Line chart
 - d. Dot Chart
15. Full form of SPSS is _____.
- a. Software Package for Social Sciences
 - b. Social Package of Social Sciences
 - c. Statistical Package for Social Sciences
 - d. None of the Above
16. _____ is the first step of Research process.
- a. Title Page
 - b. Formulation of a problem
 - c. Data Collection
 - d. None of the Above
17. Final stage in the Research Process is
- a. Problem Formulation
 - b. Data Collection
 - c. Data Analysis
 - d. Report Writing
18. The _____ scale measurement has a natural zero.
- a. Ratio
 - b. Interval
 - c. Ordinal
 - d. Nominal
19. Questionnaire is filled by _____.
- a. Respondent
 - b. Everybody
 - c. Enumerator
 - d. None of the Above
20. A tentative proposition subject to test is known as _____.
- a. Variable
 - b. Concept
 - c. Data
 - d. Hypothesis

(Descriptive)

Time : 2 Hr. 30 Mins.

Marks : 50

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

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| 1. Define Research? What is Primary and Secondary Data? Give examples of primary and secondary data. | 3+4+2=10 |
| 2. What is Probability and Non Probability Sampling? Discuss the various types of Probability and Non Probability Sampling. | 3+7=10 |
| 3. What is a Research Design? Discuss in your own words how to design a questionnaire? | 4+6=10 |
| 4. Explain the different scales of measurement available. Why are scales of measurement very important in Research? | 8+2=10 |
| 5. Explain t-test, ANNOVA, Factor Analysis, Regression Analysis and Discriminant Analysis? | 3+7=10 |
| 6. What is a Research Problem? Discuss the importance of literature review? | 4+6=10 |
| 7. Discuss SAMPLING ERROR and NON-SAMPLING ERROR. | 5+5=10 |
| 8. Discuss the various steps involved in Research Process. | 10 |

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