

MASTER OF COMMERCE
THIRD SEMESTER [SPECIAL REPEAT]
BUSINESS RESEARCH METHODS
MCM – 302

**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

- When the researcher notes down the responses from the interview conducted among the sample units, the technique is known as:
 - Through the questionnaire
 - Through a schedule
 - Through a structured annexure
 - Through an indirect tele conferencing
- Research is _____.
 - Working in a scientific way to search for truth of any problem
 - Searching continuously and again and again regarding something
 - Comparing and analyzing two or more things
 - An art and science of searching books, articles and terminologies
- Which one of the following would you consider more appropriate while preparing a sample size?
 - Your sample frame and sampling strategy
 - The ethical issues that might arise
 - Access to the set sample
 - The universe, sample frame, sampling strategy and budget
- After collecting research data, it is necessary to _____ and interprets them.
 - Conclude
 - Analyse
 - Write findings
 - Observe
- The Research that aims at immediate application is
 - Action Research
 - Empirical Research
 - Conceptual Research
 - Fundamental Research
- Which one of the following is not a type of seminar?
 - International seminar
 - House-committee
 - National Seminar
 - Focal seminar
- An image, perception or concept that is capable of measurement is called _____.
 - Scale
 - Hypothesis
 - Variable
 - Sampling
-variable is the variable whose behaviour is to be measured as a result of an experiment.
 - Independent
 - Unknown
 - Known
 - Dependent

9. A good sampling frame must be
 - a. Relevant
 - b. Complete
 - c. Precise
 - d. All of the above
10. The _____ scale measurement has a natural zero.
 - a. Ratio
 - b. Nominal
 - c. Ordinal
 - d. Interval
11. Final stage in the Research Process is
 - a. Problem formulation
 - b. Data collection
 - c. Data Analysis
 - d. Report Writing
12. The research studies that explore the effect of one thing on another and more specifically, the effect of one variable on another are known as
 - a. Conclusive research
 - b. Applied research
 - c. Causal research
 - d. Exploratory research
13. Which of these is not a step in the problem identification process?
 - a. Discussion with subject experts
 - b. Theoretical foundation and model building
 - c. Review of existing literature
 - d. Management decision making
14. Sources of Literature review are all, except
 - a. Journals
 - b. Books
 - c. Articles
 - d. Discussion
15. Which of the following is non-probability sampling technique?
 - a. Simple random sampling
 - b. Systematic Sampling
 - c. Judgment Sampling
 - d. Multistage Cluster Sampling
16. The variable being tested & measured in a scientific experiment is _____.
 - a. Dependent
 - b. Independent
 - c. Subjective
 - d. Fixed
17. What are the conditions in which Type-I error occurs?
 - a. The null hypotheses get accepted even if it is false
 - b. The null hypotheses get rejected even if it is true
 - c. Both the null hypotheses as well as alternative hypotheses are rejected
 - d. None of the above
18. Ethical norms in research do not involve guidelines for:
 - a. Thesis format
 - b. Copyright
 - c. Patenting policy
 - d. Data sharing policies
19. Which one of the following is not a 'Multi Item Attitude Scales'?
 - a. Likert Scales
 - b. Semantic Differential Scales
 - c. Constant Sum Scales
 - d. Thurstone Scales
20. Process of obtaining a numerical description of the extent to which a person or object possesses some characteristics
 - a. Measurement
 - b. Scaling
 - c. Questionnaire
 - d. Interview

(Descriptive)

Time : 2 Hr. 30 Mins.

Marks : 50

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

1. 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
2. Explain the meaning of Research Design. Discuss the characteristics of good Research Design. 3+7=10
3. Distinguish between probability and non-probability methods of sampling. Explain the different methods of sampling use in business research. 2+8=10
4. a) Discuss about any two measuring scales use in research. 5+5=10
b) Name different types of attitude scales use in business research.
5. Briefly discuss the various types of business research. Also highlight the significance research in business. 6+4=10
6. Which is a research report? Discuss briefly the content of a research report. 2+8=10
7. Fahim & Co. an online traders plans to test the effectiveness of three different advertisements in the electronic media. Each advertisement will be run for a month in various electronic media. You as advertising manager want to know the impact of these advertisements on the level of hits received by web site in three different months. The number of hits received in each month and the corresponding advertising program is given below:

Advertising Program	Month	Hits Received
Adv Prog-I	May	17000
Adv Prog-II	June	18200
Adv Prog-III	July	17400

Do you find any difference among the hits received during each week the advertising program was run? Show the calculation of your test with appropriate reasoning. Level of significance may consider 5%.

Note: The relevant critical value at 5% level of significance is 5.99.

8. Write short notes on the following (*any two*): 5×2=10
 - a) Data mining process
 - b) Significance of ethics in research
 - c) Criteria of a good research problem

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