

MASTER OF BUSINESS ADMINISTRATION
SECOND SEMESTER
BUSINESS RESEARCH METHODS
MBA - 205

**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

- Which of the following is a non-probability sampling method?
 - Stratified sampling
 - Simple random sampling
 - Snowball sampling
 - Systematic sampling
- What does sampling error refer to?
 - Errors caused by incorrect data collection techniques
 - Errors due to chance variations in the sample
 - Errors introduced by the researcher's bias
 - Errors in the sampling frame
- Which sampling method divides the population into subgroups before selecting samples?
 - Simple random sampling
 - Systematic sampling
 - Stratified sampling
 - Snowball sampling
- In which sampling method are samples selected based on their accessibility and convenience?
 - Quota sampling
 - Purposive sampling
 - Snowball sampling
 - Convenience sampling
- What type of data is collected firsthand for a specific research purpose?
 - Primary data
 - Secondary data
 - Tertiary data
 - Quaternary data
- Which method of data collection involves direct observation of subjects or phenomena?
 - Interview
 - Schedule
 - Questionnaire
 - Observation
- What is the purpose of preparing a questionnaire or schedule?
 - To summarize research findings
 - To guide the data collection process
 - To conduct statistical analysis
 - To present research results
- What is an essential aspect of a well-structured questionnaire?
 - Lengthy and complex questions
 - Ambiguous language
 - Clear and concise questions
 - Use of technical jargon

9. Which data collection method relies on respondents providing written answers to predetermined questions?
 - a. Interview
 - b. Schedule
 - c. Questionnaire
 - d. Observation
10. Which scaling technique measures the intensity of agreement or disagreement with statements?
 - a. Nominal scale
 - b. Ordinal scale
 - c. Interval scale
 - d. Likert scale
11. What is the primary purpose of research in management?
 - a. To increase profits
 - b. To gather data
 - c. To solve problems
 - d. To improve employee morale
12. Which of the following is NOT a type of research commonly used in management studies?
 - a. Experimental research
 - b. Descriptive research
 - c. Observational research
 - d. Entrepreneurial research
13. Why is research significant in business?
 - a. It helps in increasing competition
 - b. It enhances the credibility of decision-making
 - c. It eliminates the need for innovation
 - d. It adds complexity to operations
14. What is the first step in the research process?
 - a. Literature review
 - b. Data collection
 - c. Formulating a research problem
 - d. Analysis of findings
15. What is the purpose of a literature review in research?
 - a. To summarize existing research findings
 - b. To present original research findings
 - c. To establish the hypothesis
 - d. To collect primary data
16. Why is critical reading important in research?
 - a. To speed up the research process
 - b. To question the validity of existing research
 - c. To avoid plagiarism
 - d. To reduce creativity
17. Which of the following is NOT a method of research design?
 - a. Case study
 - b. Survey
 - c. Exposition
 - d. Experiment
18. What does a case study research design involve?
 - a. Collecting data from a large population
 - b. Observing a single subject or group in depth
 - c. Conducting controlled experiments
 - d. Analyzing historical documents

19. What is the last step in the research process?
- a. Data collection
 - b. Analysis of findings
 - c. Formulating conclusions
 - d. Writing the research report
20. What is the main characteristic of probability sampling?
- a. It involves deliberate selection of specific individuals or objects
 - b. It ensures every member of the population has an equal chance of being selected
 - c. It relies on convenience and accessibility
 - d. It is less rigorous compared to non-probability sampling
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(Descriptive)

Time : 2 Hr. 30 Mins.

Marks : 50

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

1. Explain the concept of research and its significance in various functions of management. Provide examples of how research can be applied in different management contexts. 10
2. Describe the steps involved in the research process. Highlight the importance of each step and explain how they contribute to the overall success of a research study. 10
3. Explain the difference between primary and secondary data, providing examples of each. Discuss the advantages and disadvantages of using each type of data in research studies. 10
4. Describe the methods of data collection. Compare and contrast these methods with examples. 10
5. Discuss the steps involved in preparing a questionnaire and schedule for data collection. Explain the importance of clarity, simplicity, and relevance in the format of a good questionnaire. 10
6. Describe the different methods of sampling, including probability and non-probability sampling methods. Provide examples of situations where each method would be appropriate and discuss the factors influencing the choice of sampling method. 10
7. Explain the difference between probability and non-probability sampling methods. Discuss the advantages and disadvantages of using each method in research studies. 10
8. Explain the process of selecting a sample using simple random sampling. Describe the steps involved and discuss the advantages of this method in ensuring representativeness in research studies. 10

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