

MASTER OF BUSINESS ADMINISTRATION
SECOND SEMESTER [SPECIAL 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. _____ is the specification of methods and procedures for acquiring the information and data.
 - a. Research Problem
 - b. Research Hypothesis
 - c. Research Design
 - d. Research Data
2. After identifying the important variables and establishing the logical reasoning in theoretical framework, the next step in the research process is.....
 - a. To conduct surveys
 - b. To generate the hypothesis
 - c. To do focus group discussions
 - d. To use experiments in an investigation
3. Secondary data are data that are already present in the form of
 - a. Books
 - b. Journal Articles
 - c. Government Reports
 - d. All of the Above
4. A researcher chooses a sample based on his/her own knowledge and judgment is called _____.
 - a. Judgment Sampling
 - b. Snowball Sampling
 - c. Convenience sampling
 - d. All of the Above
5. Bibliography of a research report is usually placed at the _____.
 - a. Last section
 - b. Middle Section
 - c. First Section
 - 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. In a qualitative research proposal you would not expect to see a.....?
 - a. Research question
 - b. Research aim
 - c. Hypothesis
 - d. Operational definition
10. A research study conducted to solve immediate and pressing problem is called
 - a. Exploratory
 - b. Action
 - c. Descriptive
 - d. None of the Above
11. 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
12. Sampling frame is a list of all the elements of the population from where the sample has to be drawn. State true or false
 - a. True
 - b. False
 - c.
 - d.
13. _____states that as sample increases the mean increases to become equal to the population mean.
 - a. Central Limit Theorem
 - b. Random Sampling
 - c. Random Error
 - d. None of the Above
14. _____ refers to error which occurs due to discrepancy in sample selection instead of studying the whole population.
 - a. Sampling Error
 - b. Random Error
 - c. Standard Error
 - d. None of the Above
15. Factor Analysis is also known by the following name _____
 - a. Data Reduction Method
 - b. Analysis of Variance
 - c. Liner Regression
 - 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. Testing hypothesis is also called _____
 - a. Descriptive Statistics
 - b. Inferential Statistics
 - c. Data Manipulation
 - d. Data Coding
18. Out of the four measurement scales, the most powerful scale to be used in inferential statistics is _____
 - a. Ratio
 - b. Interval
 - c. Ordinal
 - d. Nominal
19. Which of the following is not a research instrument?
 - a. Questionnaire
 - b. Focus Group Discussion
 - c. Interview
 - d. None of the Above
20. A null hypothesis is an assumption that there is _____ between the variables
 - a. No difference
 - b. Difference
 - c. Substantial difference
 - d. None of the Above

(Descriptive)

Time : 2 Hr. 30 Mins.

Marks : 50

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

1. Discuss in details what is probability and non-probability sampling? Mentions different probability and non-probability techniques? 4+6-10
2. What is primary and Secondary data? Mentions steps to design a good questionnaire? 4+6-10
3. What is a literature review? Discuss the importance of literature review? 3+7-10
4. What is a research design? Explain the different steps in a Research Process? 2+8-10
5. Distinguish between primary and secondary data? Explain scales of measurement? 5+5-10
6. What is sampling and non-sampling error? Explain with examples? 7+3-10
7. "A research is a systematic and scientific inquiry to find the truth, solve a problem and extend the knowledge" Elucidate the statement 10
8. Write short notes on any two of the following: 5+5-10
 - a) Research Report
 - b) Convenience, Snowball and Judgment Sampling
 - c) Research Methodology

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