

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

Duration : 3 hrs.

Full Marks: 70

**[ PART-A: Objective ]**

Time : 20 min.

Marks : 20

*Choose the correct answer from the following:*

*1X20=20*

1. Research is defined as
  - a. Searching again and again
  - b. Working in a scientific way to search the truth of a problem
  - c. Finding solution to a problem
  - d. None of the Above
2. Questions in which two alternatives are possible is called
  - a. Dichotomous Questions
  - b. Multiple Choice Questions
  - c. Open Ended Questions
  - d. Structured Questions
3. The existing company information is an example of which data?
  - a. Primary
  - b. Secondary
  - c. Both a & b
  - d. None of the Above
4. Which technique is generally followed when the population is finite?
  - a. Systematic sampling
  - b. Purposive sampling
  - c. Convenience sampling
  - d. All of the Above
5. Why do you need to review the existing literature?
  - a. To make sure you have a long list of references
  - b. To find out what is already known about your area of interest
  - c. Because without it, you could never reach the required word-count
  - d. To help in your general studying
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. Wrong questionnaire is an example of \_\_\_\_\_
  - a. Primary Data Collection Problem
  - b. Secondary Data Collection Problem
  - c. Both a & b
  - d. None of the Above
8. Cluster sampling, stratified sampling and systematic sampling are types of
  - a. Random Sampling
  - b. Non Random Sampling
  - c. Both a & b
  - d. None of the Above
9. Which of the following is not a non-random sampling?
  - a. Cluster Sampling
  - b. Quota Sampling
  - c. Systematic Sampling
  - d. Convenience Sampling

10. Type of research conducted to solve immediate and pressing problem is called
- Action
  - Fundamental
  - Descriptive
  - Exploratory
11. What are the core elements of a Research Process?
- Introduction; Data Collection; Data Analysis; Conclusions and Recommendations
  - Executive Summary; Literature Review; Data Gathered; Conclusions; Bibliography
  - Research Plan; Research Data; Analysis; References
  - Introduction; Literature Review; Research Methodology; Results; Discussions and Conclusions
12. Normality of the data can be examined by
- Kurtosis & Skewness
  - Pie Chart
  - Levenes Test of Equality of Means
  - None of the Above
13. What is a sampling unit?
- The population
  - The basic unit containing the elements of the population to be sampled
  - All the individual elements of the final sample, drawn together
  - The method used to collect the sample
14. What type of chart is useful for comparing values over categories?
- Pie chart
  - Coloumn Chart
  - Line chart
  - Dot Chart
15. ANOVA is a
- A Government Body
  - Two Way Analysis of Variance
  - One Way Analysis of Variance
  - None of the Above
16. The first page of the research report is \_\_\_\_\_
- Title Page
  - Appendix
  - Bibliography
  - Introduction
17. Final stage in the Research Process is
- Problem Formulation
  - Data Collection
  - Data Analysis
  - Report Writing
18. The \_\_\_ scale measurement has a natural zero
- Ratio
  - Interval
  - Ordinal
  - Nominal
19. Questionnaire is filled by \_\_\_\_\_
- Respondent
  - Everybody
  - Enumerator
  - None of the Above

20. An image, perception or concept that is capable of measurement is called \_\_\_\_\_
- a. Hypothesis
  - b. Scale
  - c. Variable
  - d. None of the Above

( PART-B : Descriptive )

Time: 2 HRS 40 MINS

Marks : 50

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

1. Discuss the importance of Literature Review? 10
2. What is a sampling frame? Calculate the sample size of a population of 3000 individuals, at 95% level of confidence (Margin of error = 0.05)? 3+7=10
3. Define probability and non-probability sampling? Discuss the different types of probability and non-probability sampling? 2+8=10
4. What is a research design? Explain the different types of research design? 2+8=10
5. Discuss the characteristics to be considered as a good questionnaire? Mention what type of questions should be avoided? 3+7=10
6. Explain scales of measurement? Differentiate between primary and secondary data? 6+4=10
7. Define Normality of data? Write short notes on SAMPLING ERROR and NON-SAMPLING ERROR? 2+4+4=10
8. Define t-test, ANNOVA, Factor Analysis, Regression Analysis and Discriminant Analysis? 2+2+2+2=10

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