Roll No: | | | | | | | | | | |

MBA
(SEM II) THEORY EXAMINATION 2023-24
BUSINESS RESEARCH METHODS

TIME: 3 HRS **M.MARKS: 100**

Note: 1. Attempt all Sections. If require any missing data; then choose suitably.

SECTION A

1. Attempt *all* questions in brief. **2 x 10 = 20**

Q no.	Question	Marks	CO
a.	Define a research problem.	02	1
b.	What are the key elements of a research proposal?	02	1
c.	What are independent and dependent variables?	02	2
d.	Define exploratory research design	02	2
e.	Define validity and reliability.	02	3
f.	List the levels of measurement.	02	3
g.	Explain the concept of a sampling frame.	02	4
h.	What is stratified random sampling?	02	4
i.	What is the analysis of variance (ANOVA)?	02	5
j.	What are the different types of research reports?	02	5

SECTION B

2. Attempt any *three* of the following: **3 x 10 = 30**

Q no.	Question	Marks	CO
a.	Discuss in detail the key elements of a research proposal and the process of drafting a research proposal.	10	1
b.	Define descriptive research design. Describe its various types and discuss their specific uses in research.	10	2
c.	Explain the concept of experimental design in research and their applications.	10	3
d.	Explain Quota and Convenience sampling with advantages and disadvantages.	10	4
e.	Choose appropriate graphical methods (bar charts, pie charts, histograms) to represent imaginary data. Explain why each chosen method is suitable for the specific type of data.	10	5

SECTION C

3. Attempt any *one* part of the following: **1 x 10 = 10**

Q no.	Question	Marks	CO
a.	Discuss the importance of research in decision-making processes for businesses, providing specific examples.	10	1
b.	Outline the steps in the research process from the initial idea to the final report. Describe each step in detail, emphasizing the importance of following a structured approach.	10	1

4. Attempt any *one* part of the following: **1 x 10 = 10**

Q no.	Question	Marks	CO
a.	Compare qualitative and quantitative research approaches, highlighting the pros and cons of each.	10	2

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b.	Differentiate between cross-sectional and longitudinal research designs. Discuss their respective advantages and disadvantages.	10	2

5. Attempt any *one* part of the following: 1 x 10 = 10

Q no.	Question	Marks	CO
a.	Explain the different levels of measurement (nominal, ordinal, interval, and ratio) with examples.	10	3
b.	Describe various attitude scaling techniques, including rating scales (Likert scales, semantic differential scales, constant sum scales, graphic rating scales).	10	3

6. **Attempt any *one* part of the following:** **1 x 10 = 10**

Q no.	Question	Marks	CO
a.	During your research on employee engagement, you encounter both sampling errors and non-sampling errors. Identify and describe these errors. What methods can you employ to reduce these errors in your study?	10	4
b.	As a researcher, you need to create a sampling frame for a study on customer satisfaction in a chain of retail stores. Discuss the characteristics of a good sample and outline a practical approach to determine the sampling frame for this study.	10	4

7. **Attempt any *one* part of the following:** **1 x 10 = 10**

Q no.	Question	Marks	CO
a.	Explain the different types of graphical representation of data (bar charts, pie charts, histograms) in research report and discuss the appropriate usage of each.	10	5
b.	What do you mean by null and alternate hypothesis and how its framed in the research?	10	5

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