



**BRAINWARE UNIVERSITY**

**Term End Examination 2018 - 19**

**Programme – Master of Commerce in Banking & Financial Accounting**

**Course Name – Research Methodology & Application of Statistics in Business Research**

**Course Code – MCM401**

(Semester – 4)

**Time allotted: 3 Hours**

**Full Marks : 70**

[The figure in the margin indicates full marks. Candidates are required to give their answers in their own words as far as practicable.]

**Group –A**

(Multiple Choice Type Question)

10 x 1 = 10

1. *Choose the correct alternative from the following*
  - (i) We review the relevant literature to know:
 

a. What is already known about the topic	b. What concepts and theories have been applied to the topic
c. Who are the key contributors to the topic	d. All of these
  - (ii) A research which follows case study method is called
 

a. Clinical	b. Causal
c. Analytical	d. Qualitative
  - (iii) Camera, tape recorder, video tape etc. are \_\_\_\_\_ devices of observation.
 

a. Causal	b. Mechanical
c. Technical	d. Manual
  - (iv) Hypothesis which explain relationship between two variables is
 

a. Causal	b. Relational
c. Descriptive	d. Tentative
  - (v) A survey is limited by the willingness and \_\_\_\_\_ of the respondent.
 

a. Co – operation	b. Help
c. Access	d. Attitude
  - (vi) Survey is always a \_\_\_\_\_ study
 

a. Field	b. Laboratory
c. Office	d. Class room

- (vii) An interview in which interviewer encourage the respondent to talk freely about a given topic is
- |                           |                         |
|---------------------------|-------------------------|
| a. Focused interview      | b. Structural interview |
| c. Unstructured interview | d. Clinical interview   |
- (viii) \_\_\_\_\_ is the first step of research process.
- |                             |                           |
|-----------------------------|---------------------------|
| a. Formulation of a problem | b. Collection of data     |
| c. Editing and coding       | d. Selection of a problem |
- (ix) A research paper is a brief report of research work based on
- |                                    |                        |
|------------------------------------|------------------------|
| a. Primary Data only               | b. Secondary Data only |
| c. Both Primary and Secondary Data | d. None of these       |
- (x) Questionnaire is a :
- |                             |                            |
|-----------------------------|----------------------------|
| a. Research method          | b. Measurement technique   |
| c. Tool for data collection | d. Data analysis technique |

**Group – B**

(Short Answer Type Questions)

3 x 5 = 15

Answer any *three* from the following

- |  |   |
|--|---|
| 2. Distinguish between exploratory research and conclusive research.   | 5 |
| 3. What is the significance of review of literature in research?   | 5 |
| 4. Why there is a tradeoff between Type I error and Type II error?   | 5 |
| 5. Discuss different method of collecting primary data.  | 5 |
| 6. What is the difference between cross sectional studies and longitudinal studies? Discuss with suitable example. | 5 |

**Group – C**

(Long Answer Type Questions)

3 x 15 = 45

Answer any *three* from the following

- |   |    |
|---|----|
| 7. Describe the steps involved in research process.                             | 15 |
| 8. Develop a semantic differential scale to compare the two retail store brand. | 15 |

9. (a) Differentiate between probability and non – probability sampling technique with example. 5
- (b) The following table gives the number of good and defective parts produced by each of the three shifts in a factory: 10

Total	Good	Defective	
Day	900	130	1030
Evening	700	170	870
Night	400	200	600
Total	2000	500	2500

Is there any association between the shift and the equality of the parts produced? Use a 0.05 level of significance. ( $\chi^2$  value at  $\alpha = 0.05$  is 5.991)

10. (a) A firm, manufacturing steel furniture desired to estimate the proportion of the population that uses its product. In a sample of 100 families it is found that 20 families use its product. Estimate the proportion of the population using steel furniture of the firm, assuming the confidence level of 90%. (Z value for 90% confidence interval is 1.64). 5
- (b) What are the characteristics of a good questionnaire 10
11. (a) Describe various types of rank order scale with suitable example. 5
- (b) The data presented below gives the ranking by 32 respondents on five attributes while choosing a restaurant for dinner. Calculate the rank of each of the attributes in a scale of 1 to 5 where 1 is most preferred attribute and 5 is least preferred attribute. 10

Attribute	1	2	3	4	5
Ambience	4	5	13	5	5
Food Quality	16	13	2	1	0
Menu Variety	7	2	2	9	12
Service	3	8	11	6	4
Location	2	4	4	11	11

Analyse and interpret the result.

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