BRAINWARE UNIVERSITY

Term End Examination 2024-2025

Programme – MBA-2024

Course Name – Business Research Methods

Course Code - MBA20114

(Semester II)

Full Marks : 60   **Time : 2:30 Hours**

[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)   1 x 15=15

1. *Choose the correct alternative from the following :*

(i)   List the concept that the notion of 'thick description' is related to_____.

    a) Life history   b) Case study
    c) Ethnography   d) Content analysis

(ii) Identify the research method that involves a set of predetermined questions and highly standardized techniques of recording.

    a) Structured interview   b) Unstructured interview
    c) Interview guide   d) All of these

(iii) Identify who defined social research in terms of discovering new facts and analysing their sequences and relationships.

    a) Kerlinger   b) P.V. Young
    c) Black and Champion   d) Grinnell

(iv) Describe the type of survey method that involves collecting data at a single point in time to make inferences about a larger population.

    a) Longitudinal survey   b) Correlational survey
    c) Pooled surveys   d) Cross-sectional survey

(v)   Identify the option that does NOT represent a type of longitudinal survey.

    a) Household panel survey   b) Repeated panel survey
    c) Focus group panel survey   d) Cohort panel survey

(vi) Predict the one that is not classified as a type of probability sampling.

    a) Snowball sampling   b) Systematic sampling
    c) Stratified sampling   d) Cluster sampling

(vii) Determine the type of research technique that seek to quantify data and, typically, apply some form of measurement and statistical analysis.

a) Quantitative Research
b) Qualitative Research
c) Secondary research
d) Primary Research

(viii) Explain the term that refers to a representative subset of individuals selected from a larger population for research purposes.

a) Census
b) Sample
c) Parameter
d) Statistic

(ix) Justify which of the following is NOT a commonly used citation style.

a) APA
b) MLA
c) Harvard
d) ISO

(x) Predict: an annexure in a research report is used to_____.

a) Provide additional supplementary information
b) Replace the conclusion
c) Introduce the research topic
d) List the references

(xi) Evaluate the purpose of the alternative hypothesis (H_1 or Ha).

a) No difference or effect
b) A claim that contradicts the null hypothesis
c) A statement that must always be accepted
d) A prediction that is always true

(xii) Illustrate what symbol is commonly used to represent the null hypothesis.

a) H_1
b) H_0
c) Ha
d) d) Ho

(xiii) Predict exploratory research is primarily used for _____.

a) Testing hypotheses
b) Establishing causal relationships
c) Understanding problems and generating ideas
d) Controlling external variables

(xiv) Identify the correct option: A good literature review should be_____.

a) Based on assumptions
b) Comprehensive and Well-Organized
c) Focused only on recent publications
d) Limited to one source

(xv) Analyze what do you mean by the term MODE.

a) The smallest number in the dataset
b) The number that appears most frequently in a dataset
c) The average of the dataset
d) The difference between the maximum and minimum values

Group-B
(Short Answer Type Questions)   3 x 5=15

2. Discuss the key features of pragmatism in research.   (3)
3. Interpret the distinction between primary and secondary research approaches.   (3)
4. Apply the four types of evaluation (formative, summative, diagnostic, and predictive) to real-world scenarios, explaining their purposes and uses.   (3)
5. Estimate a mixed-methods research approach for studying a social phenomenon.   (3)
6. Select a comprehensive business research-based strategic plan for a new product launch.   (3)

OR

Differentiate cross sectional studies and longitudinal studies.   (3)

Group-C
(Long Answer Type Questions)   5 x 6=30

7. State the differences between probability and non-probability sampling. (5)
8. Write a protocol for handling missing data, outliers, and data inconsistencies during data (5)
   processing.
9. Evaluate the role of extraneous variables in research design. (5)
10. Evaluate the power and efficiency of non-parametric tests. (5)
11. Compare and contrast various probability (random, stratified, systematic) and non-probability (5)
    (convenience, purposive, snowball) sampling techniques.
12. Calculate the value of chi square for the following information: (5)

Class	A	B	C	D	E
Observed Frequency	8	29	44	15	4
Expected Frequency	7	24	38	24	7

OR

Explain the criteria of goodness of a measurement scale. (5)

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