BRAINWARE UNIVERSITY

Term End Examination 2024-2025
Programme – MBA(HM)-2024
Course Name – Research Methodology
Course Code - MHM20111
(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) Which one is the primary objectives of business research?

a) Exploring new scientific phenomena

b) Understanding market dynamics and customer needs

c) Testing theoretical frameworks

d) Predicting future technological advancements

(ii) Which one of the following is NOT a characteristic of good research?

a) Sound theoretical framework

b) Ethical considerations

c) Ambiguity in research question

d) Validity and reliability

(iii) Choose the primary focus of fundamental research.

a) Maximizing profit for businesses

b) Testing hypotheses to solve specific problems

c) Expanding knowledge and understanding

d) Identifying market trends and consumer preferences

(iv) Show the primary goal of the research design in exploratory research.

a) To provide a clear snapshot of a phenomenon

b) To explore new areas or generate hypotheses

c) To describe the characteristics of a population

d) To conduct experiments in a controlled environment

(v) Show the type of sampling method is commonly used in exploratory research.

a) Random sampling

b) Stratified sampling

c) Convenience sampling

d) Cluster sampling

(vi) What is the type of insights provided by Constant Sum Scaling?

a) Absolute rankings of options within a set

b) Direct comparisons between pairs of options

c) Relative importance or preference among options within a set

d) Qualitative descriptions of each option

(vii) Identify the reason of conceptual research being differnt from empirical research.

a) Conceptual research relies on observation and experimentation

b) Empirical research focuses on developing theoretical frameworks

c) Conceptual research is theoretical, while empirical research involves data collection and testing

d) Empirical research is exploratory, while conceptual research involves hypothesis testing

(viii) Identify an example of conceptual research.

a) Analyzing survey data to identify consumer preferences

b) Developing a new mathematical model to explain economic behavior

c) Conducting experiments to test the effectiveness of a new drug

d) Observing social interactions to understand group dynamics

(ix) Mark the type of responses does the completion technique seek to evoke.

a) Immediate responses to stimuli

b) Detailed descriptions of specific memories

c) Spontaneous completions of provided sentences

d) Group discussions on various topics

(x) Mark the correct one that is not a common source of secondary data.

a) Academic journals

b) Primary surveys

c) Government publications

d) Research reports

(xi) Select one of the following is a key characteristic of case studies.

a) Narrow focus

b) Limited data collection methods

c) Quantitative analysis

d) In-depth exploration

(xii) Select one is the main purpose of exploratory research.

a) To confirm existing theories

b) To generate insights and hypotheses

c) To test hypotheses

d) To collect numerical data

(xiii) Discover the method that is not used in questionnaire administration.

a) Face-to-face interviews

b) Telepathic communication

c) Online surveys

d) Mailed questionnaires

(xiv) Discover the reason to ensure validity and reliability in a questionnaire.

a) To confuse respondents

b) To make the questionnaire longer

c) To ensure the questionnaire measures what it intends to measure and produces consistent results

d) To discourage respondents from participating

(xv) Choose the overarching purpose of descriptive research.

a) To explore new areas or generate hypotheses

b) To describe the characteristics of a population

c) To conduct experiments in a controlled environment

d) To validate existing theories

Group-B
(Short Answer Type Questions)

3 x 5=15

2. Explain the Sources of Primary data. (3)
3. Analyze parametric test and non parametric test. (3)
4. Define Research Question. (3)

5. What is stapel scale. (3)
6. Explain SPSS. (3)

OR

Explain the different views in SPSS, and what are their functions. (3)

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

7. Explain the concept of Random Sampling Error. (5)
8. Explain the ethical considerations in research design and their importance. (5)
9. Compare variable interdependence and inter object similarity. (5)
10. Explain SPSS, and its use in data management and analysis. (5)
11. Define Research Problem. (5)
12. Explain the concept of non sampling error. (5)

OR

Explain the concept of non response error. (5)

****