



# BRAINWARE UNIVERSITY

**Term End Examination 2023-2024**  
**Programme – MBA-2022/MBA-2023**  
**Course Name – Business Research Methods**  
**Course Code - MBA206**  
**( 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) Select the following that best describes the purpose of market research.
- |   |                                       |
|---|---------------------------------------|
| a) To promote a product or service                                  | b) To create new products or services |
| c) To gain insights into customer preferences, behavior, and trends | d) To sell more products or services  |
- (ii) Which of the following best describes a survey in business research?
- |  |   |
|--|---|
| a) A formal meeting between a researcher and a participant                   | b) A systematic gathering of data through observation |
| c) A set of questions designed to gather information from a sample of people | d) A method of gathering data through experiments     |
- (iii) Select the type of sample that involves selecting participants based on their availability and willingness to participate:
- |                       |                           |
|-----------------------|---------------------------|
| a) Probability sample | b) Non-probability sample |
| c) Convenience sample | d) Quota sample           |
- (iv) Define a hypothesis:
- |   |  |
|---|--|
| a) A statement that describes the purpose of the research study                 | b) A question that the researcher wants to answer through the research study |
| c) A tentative explanation for a phenomenon that can be tested through research | d) A statement that identifies the variables being studied                   |
- (v) Indicate the correct definition for alternative hypothesis
- |  |                                      |
|--|--------------------------------------|
| a) A hypothesis that is always true                        | b) A hypothesis that is always false |
| c) A hypothesis that is tested against the null hypothesis | d) A hypothesis that is never tested |

- (vi) Describe the importance of sampling in marketing research.
- a) Sampling is not important in marketing research.
  - b) Sampling ensures that the data collected is representative of the population being studied.
  - c) Sampling is only important for qualitative research.
  - d) Sampling is only important for research conducted by third-party firms.
- (vii) Dual moderator focus group indicates
- a) One moderator
  - b) Two moderators
  - c) Three moderators
  - d) Four moderators
- (viii) Identify the following that is not represented the primary scale of measurement
- a) Nominal Scale
  - b) Ordinal Scale
  - c) Interval Scales
  - d) Random Scales
- (ix) Explain the purpose of data cleaning in marketing research.
- a) To remove outliers from the data
  - b) To eliminate missing data from the data set
  - c) To ensure the accuracy and completeness of the data
  - d) To reduce the sample size of the data
- (x) Explain the difference between exploratory research and conclusive research in marketing research.
- a) Exploratory research is used to test hypotheses, while conclusive research is used to gather preliminary data.
  - b) Exploratory research is used to gather preliminary data, while conclusive research is used to test hypotheses.
  - c) Exploratory research and conclusive research are the same thing.
- (xi) Systematic samples could be classified in marketing research as
- a) A sample that is drawn using a set of procedures that ensure that each member of the population has an equal chance of being selected.
  - b) A sample that is selected based on convenience or availability.
  - c) A sample that is chosen based on the researcher's judgment or expertise.
  - d) A sample in which members are selected at regular intervals from a list or other sampling frame.
- (xii) Explain the purpose of conducting in-depth interviews in qualitative research.
- a) To collect large amounts of data quickly and easily
  - b) To gain insight into consumer behavior and attitudes through open-ended questions and discussion
  - c) To conduct statistical analysis of data collected from interviews
  - d) To determine the effectiveness of marketing campaigns
- (xiii) An unstructured, primarily exploratory design based on small samples, intended to provide depth, insight and understanding could be classified as
- a) Qualitative Research
  - b) Quantitative Research
  - c) Primary Research
  - d) None of these
- (xiv) Select among the following the one which is NOT a type of probability sampling.
- a) Snowball sampling
  - b) Systematic sampling
  - c) Stratified sampling
  - d) Cluster sampling
- (xv) The purpose of a hypothesis in market research could be best explained as:
- a) To prove a theory
  - b) To guide the research study
  - c) To test the validity of the research instruments
  - d) To summarize the research findings



**Group-B**  
(Short Answer Type Questions)

3 x 5=15

2. Describe the marketing research proposal. (3)
3. Define measurement. (3)
4. Explain the term 'association technique'. (3)
5. Explain the importance of a moderator in the successful conduct of a focus group discussion. (3)
6. Distinguish between a sample and a population in business research. (3)

**OR**

Distinguish between a closed-ended and an open-ended survey question. (3)

**Group-C**  
(Long Answer Type Questions)

5 x 6=30

7. Discuss research design in your own words. (5)
8. Discuss in brief about Qualitative and Quantitative Research. (5)
9. Illustrate the convenience sampling technique. (5)
10. Describe the guidelines for report writing. (5)
11. Describe the issues involved in pilot-testing a questionnaire. (5)
12. Differentiate between research questions and hypotheses. (5)

**OR**

Explain the relative advantages and disadvantages of secondary data. (5)

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