



## BRAINWARE UNIVERSITY

Term End Examination 2023-2024

Programme – MBA(HM)-2023

Course Name – Research Methodology

Course Code - MBAHM208

( 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 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. |
- (ii) Which of the following statements best describes a descriptive study?
- |                                                                            |                                                                        |
|----------------------------------------------------------------------------|------------------------------------------------------------------------|
| a) It involves manipulating variables to establish causal relationships.   | b) It aims to understand relationships and patterns between variables. |
| c) It focuses on observing and describing characteristics of a population. | d) It primarily utilizes hypothesis testing for data analysis.         |
- (iii) Which study design involves gathering data at a single point in time?
- |                         |                            |
|-------------------------|----------------------------|
| a) Longitudinal design. | b) Experimental design.    |
| c) Analytical design.   | d) Cross-sectional design. |
- (iv) Which type of research is driven by curiosity and exploration of unknown phenomena?
- |                          |                           |
|--------------------------|---------------------------|
| a) Applied research.     | b) Quantitative research. |
| c) Fundamental research. | d) Qualitative research.  |
- (v) Choose 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. |
- (vi) Show from the following, commonly used sampling method in exploratory research.
- |                          |                         |
|--------------------------|-------------------------|
| a) Random sampling.      | b) Stratified sampling. |
| c) Convenience sampling. | d) Cluster sampling.    |

- (vii) Identify from the following is NOT a common qualitative method used in exploratory research.
- a) Surveys.
  - b) In-depth interviews.
  - c) Focus groups.
  - d) Observation.
- (viii) Select 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.
- (ix) Identify from the following is known to be a common data collection method used in descriptive research.
- a) In-depth interviews.
  - b) Focus groups.
  - c) Observations.
  - d) Surveys.
- (x) Identify from the following is known to be the commonly used statistics in descriptive research to summarize data.
- a) Inferential statistics.
  - b) Correlational statistics.
  - c) Descriptive statistics.
  - d) Exploratory statistics.
- (xi) Choose the primary purpose of the Single Item Scaling Method in research.
- a) To measure multiple constructs simultaneously.
  - b) To assess the reliability of measurement instruments.
  - c) To evaluate the validity of research findings.
  - d) To measure a specific construct using a single question.
- (xii) Choose the response option typically structured in the single item scaling method.
- a) Only one response option is provided.
  - b) Multiple response options are provided, but only one is correct.
  - c) Multiple response options are provided, all of which are correct.
  - d) Response options are not provided; respondents must write their answers.
- (xiii) Discover the difference between closed-ended questions and open-ended questions.
- a) Closed-ended questions offer predefined response options, while open-ended questions allow respondents to provide their answers in their own words.
  - b) Closed-ended questions provide more flexibility than open-ended questions.
  - c) Closed-ended questions are longer than open-ended questions.
  - d) Closed-ended questions are used for qualitative research, while open-ended questions are used for quantitative research.
- (xiv) Discover the correct option from the following, that strategy should interviewers employ if respondents struggle to recall specific information during an interview.
- a) Emphasize the importance of exact values
  - b) Provide options such as "Approximately" or "Not sure" to allow respondents to provide their best estimate
  - c) Prompt respondents to guess the information if they cannot remember
  - d) End the interview if respondents cannot recall specific information
- (xv) Decide, the Type I error in hypothesis testing.
- a) Failing to reject a null hypothesis when it is true
  - b) Rejecting a null hypothesis when it is true
  - c) Failing to reject a null hypothesis when it is false
  - d) Rejecting a null hypothesis when it is false

(Short Answer Type Questions)

3 x 5=15

2. Identify the reason to use the Expert Survey. (3)
  3. Define Research. (3)
  4. Demonstrate exploratory Research. (3)
  5. Compare between sampling and census. (3)
  6. Elaborate the concept of Criterion validity. (3)
- OR**
- Elaborate the concept of construct validity. (3)

**Group-C**

(Long Answer Type Questions)

5 x 6=30

7. What do you mean by Descriptive Study? (5)
  8. Explain Research Problem. (5)
  9. Explain the concept of paired sample t test. (5)
  10. Discuss secondary data. (5)
  11. Discuss the disadvantages of relying solely on primary data. (5)
  12. Identify the concept of cluster sampling. (5)
- OR**
- Analyze the Concept of Type II error. (5)

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