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**BRAINWARE UNIVERSITY**

Library
Brainware University
398, Ramkrishnapur Road, Barasat
Kolkata, West Bengal-700125

Term End Examination 2025-2026**Programme – MBA(HM)-2025****Course Name – Research Methodology and Ethics****Course Code - MHM27504 (T)****(Semester II)****Full Marks : 40****Time : 2:0 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 10=10**

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

- (i) Show the primary objective 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) Show the elements that constitute a robust research methodology.
 - a) Using unreliable data collection methods
 - b) Employing rigorous and reliable data analysis techniques
 - c) Ignoring ethical considerations
 - d) Conducting research without a theoretical framework
- (iii) What type of insights does constant sum scaling provide?
 - a) Absolute rankings
 - b) Pairwise comparisons
 - c) Relative importance
 - d) Qualitative descriptions
- (iv) What is the primary purpose of the Semantic Differential Scale?
 - a) Measure objective traits
 - b) Quantify subjective evaluations
 - c) Direct comparison
 - d) Frequency assessment
- (v) Show the common data collection method in descriptive research.
 - a) In-depth interviews
 - b) Focus groups
 - c) Observations
 - d) Surveys
- (vi) Show the purpose of rapport in depth interviews.
 - a) Recording interviews
 - b) Comfortable open communication
 - c) Staying on schedule
 - d) Group discussion
- (vii) Mark the type of responses sought by the completion technique.
 - a) Immediate stimulus response
 - b) Memory recall
 - c) Spontaneous sentence completion
 - d) Group discussion
- (viii) Select one field that commonly utilizes simulation research.

- a) Philosophy
 - b) Linguistics
 - c) Computer science
 - d) Archaeology
- (ix) Discover the primary purpose of a questionnaire.
- a) Analyze data
 - b) Gather information/opinions
 - c) Conduct interviews
 - d) Provide feedback
- (x) Choose the overarching purpose of descriptive research.
- a) Explore new areas
 - b) Describe population characteristics
 - c) Conduct experiments
 - d) Validate theories

Group-B

(Short Answer Type Questions)

3 x 5=15

- 2. Explain Research Question. (3)
- 3. Explain the use of paired comparison scale in research. (3)
- 4. Explain Sources of Primary Data. (3)
- 5. Explain SPSS. (3)
- 6. Explain use of computerized databases in secondary data. (3)

OR

- Explain Primary Data. (3)

Group-C

(Long Answer Type Questions)

5 x 3=15

- 7. Define Likert scale. (5)
- 8. Explain SPSS and its use. (5)
- 9. Compare univariate and multivariate techniques. (5)

OR

- Compare independent and related non-metric tests. (5)

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