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

BRAINWARE UNIVERSITY

Term End Examination 2025-2026

Programme – MBA-2025

Course Name – Business Research Methods and Analytics Tools

Course Code - MBA27410 (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) Select the correct option: A well-structured research design helps in:_____.
 - a) Minimizing research errors
 - b) Increasing bias in data collection
 - c) Reducing accuracy in findings
 - d) Avoiding statistical analysis
- (ii) Select the correct option: Secondary data sources in a literature review include:_____.
- a) Experiments
 - b) Surveys and Interviews
 - c) Focus Groups
 - d) Newspapers and Websites
- (iii) Illustrate what does a sampling frame represent?
 - a) Selected respondents
 - b) List of population elements
 - c) Sample size formula
 - d) Data collection tool
- (iv) Predict: A poorly worded question affects _____.
 - a) Reliability
 - b) Sampling
 - c) Coding
 - d) Population
- (v) Judge: when a study conducted annually on same customers is _____.
 - a) Cross-sectional
 - b) Exploratory
 - c) Longitudinal
 - d) Descriptive
- (vi) Applying analytics to improve decisions is known as _____.
 - a) Business research
 - b) Business analytics
 - c) Data storage
 - d) Data mining
- (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) A p-value greater than 0.05 implies that the null hypothesis is
 - a) Accepted
 - b) Rejected
 - c) Partially accepted
 - d) Reformulated

(Short Answer Type Questions)

2. Describe the key features of pragmatism in research. (3)
3. Differentiate between exploratory and conclusive research design. (3)
4. Explain the steps to ensure a questionnaire is both reliable and valid. (3)
5. Plan a conceptual model and framework that integrates business research with strategic decision-making (3)
6. Compare and contrast the sampling frames, selection methods, and data analysis procedures used in stratified and cluster sampling. (3)

Evaluate the power and efficiency of non-parametric tests compared to parametric tests. (3)

(Long Answer Type Questions)

7. Explain a data collection instrument (e.g., questionnaire, interview protocol, etc.) for a specific research study. (5)
8. Evaluate the significance of research design in controlling extraneous variables. (5)
9. Raju Restaurant near the railway station at Falna has been having average sales of 500 tea cups per day. Because of the development of bus stand nearby, it expects to increase its sales. During the first 12 days after the start of the bus stand, the daily sales were as under: 550, 570, 490, 615, 505, 580, 570, 460, 600, 580, 530, 526 On the basis of this sample information, can one conclude that Raju Restaurant's sales have increased? Use 5 per cent level of significance. (5)

A die is thrown 132 times with following results: Number turned up 1 2 3 4 5 6 Frequency 16 (5) 20 25 14 29 28 Is the die unbiased? Test at 5% Level of Significance

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