



## BRAINWARE UNIVERSITY

Term End Examination 2023

Programme – MBA-2022

Course Name – Business Research Methods

Course Code - MBA206

( Semester II )

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

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) In a \_\_\_\_\_, the population is divided into mutually exclusive groups and random samples are drawn from each group.

- |                         |                             |
|-------------------------|-----------------------------|
| a) Simple random sample | b) Stratified random sample |
| c) Cluster Sample       | d) None of these            |

(ii) Identify which of the following is an example of a problem identification research?

- |                          |                          |
|--------------------------|--------------------------|
| a) Product research      | b) Promotion research    |
| c) Market-share research | d) Distribution research |

(iii) Which of the following is an example of quantitative research?

- |                  |                       |
|------------------|-----------------------|
| a) Focus group   | b) In-depth interview |
| c) Online survey | d) Ethnographic study |

(iv) Identify the type of research that involves studying the relationship between two or more variables:

- |                         |                         |
|-------------------------|-------------------------|
| a) Descriptive research | b) Exploratory research |
| c) Causal research      | d) Secondary research   |

(v) \_\_\_\_\_ is applicable if absolutely nothing is known about the problem area.

- |                                |                           |
|--------------------------------|---------------------------|
| a) Descriptive research design | b) Causal research design |
| c) Exploratory research design | d) Casual Research design |

(vi) Select the type of sample that involves selecting participants based on predetermined quotas to ensure that the sample is representative of the population:

- |                           |                       |
|---------------------------|-----------------------|
| a) Convenience sample     | b) Probability sample |
| c) Non-probability sample | d) Quota sample       |

- (vii) Following is a summary description of a fixed characteristic or measure of the target population.
- a) Statistic  
c) Primary data
- b) Parameter  
d) Secondary data
- (viii) In \_\_\_\_\_ the sample is chosen by selecting a random starting point and then picking every *i*th element in succession from the sampling frame.
- a) Systematic sampling  
c) Cluster sampling
- b) Stratified sampling  
d) Simple random sampling
- (ix) The data collected for research which had already been published by others is known as:
- a) Primary data  
c) Tertiary data
- b) Secondary data  
d) None of these
- (x) The aggregate of all the elements, sharing some common set of characteristics, that comprise the universe for the purpose of the marketing research problem
- a) Population  
c) Sample
- b) Census  
d) None of these
- (xi) A structured technique for data collection consisting of a series of questions, written or verbal, that a participant answers is known as
- a) Questionnaire  
c) Projective technique
- b) Surveys  
d) Focus group
- (xii) Which of the following is an example of interpreting qualitative data in marketing research?
- a) Conducting a regression analysis  
c) Analyzing customer feedback to identify common themes
- b) Calculating the mean and standard deviation  
d) Conducting a survey
- (xiii) ..... is called the blue print of a marketing research
- a) Research Data  
c) Research Problem
- b) Research Analysis  
d) Research Design
- (xiv) When a researcher chooses a subset of a population to study, what is this subset called?
- a) Population  
c) Survey
- b) Sample  
d) Observation
- (xv) "What new product should be developed" is an example of .....??
- a) Causal  
c) Descriptive
- b) Exploratory  
d) None of these

### Group-B

(Short Answer Type Questions)

3 x 5=15

2. Describe cross-sectional design. (3)
3. What is the relationship between exploratory, descriptive and causal research? Identify and discuss. (3)
4. At what stages of the marketing research process can secondary data be used? (3)
5. Illustrate the importance of sample size in research. (3)
6. How can you distinguish between a research question and a research hypothesis? (3)

OR

Could you compare and contrast the advantages and disadvantages of online surveys versus in-person surveys? (3)



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

5 x 6=30

- 7. Give example of uses of exploratory research design. (5)
- 8. What is the major difference between judgemental and convenience sampling? (5)
- 9. What are the key benefits and drawbacks of conducting focus group discussions? Explain. (5)
- 10. Why research design is important for a researcher? Justify your answer. (5)
- 11. Describe the importance of research in business. (5)
- 12. Distinguish between exploratory and conclusive research? (5)

**OR**

Distinguish between primary and secondary sources of data. (5)

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