



BRAINWARE UNIVERSITY

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Term End Examination 2023

Programme – MBA-2018/MBA-2019/MBA-2020/MBA-2021

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) Explain the purpose of a hypothesis in market research:
- 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
- (ii) The data collected for research which had already been published by others is known as:
- a) Primary data
 - b) Secondary data
 - c) Tertiary data
 - d) None of these
- (iii) A structured technique for data collection consisting of a series of questions, written or verbal, that a participant answers is known as
- a) Questionnaire
 - b) Surveys
 - c) Projective technique
 - d) Focus group
- (iv) Which of the following relates the collection of information only once from any given sample of population elements
- a) Single cross-sectional designs
 - b) Multiple cross-sectional designs
 - c) Longitudinal design
 - d) None of these
- (v) In marketing research, how can a researcher apply a statistical analysis technique?
- a) To create a research hypothesis
 - b) To design a research survey
 - c) To collect and analyze data
 - d) To identify common themes or patterns in qualitative data
- (vi) When a researcher chooses a subset of a population to study, what is this subset called?
- a) Population
 - b) Sample
 - c) Survey
 - d) Observation
- (vii) In marketing research, secondary data cannot be obtained from

- a) Trade journals
c) Yellow Pages
- b) Government Reports
d) Surveys
- (viii) Which of the following is NOT a step in the marketing research process?
a) Define the problem
c) Analyze data
- b) Collect data
d) Develop marketing strategy
- (ix) _____ specifies all the possible answers and provides answers that are easier to interpret and tabulate.
a) Closed-end questions
c) Both Closed-end questions and Open-end questions
- b) Open-end questions
d) None of these
- (x) Identify which of the following is/are a component(s) of a Market Research Report.
a) Title
c) Sample & Methodology
- b) Executive Summary
d) All the above
- (xi) Which of the following best describes a survey in business research?
a) A formal meeting between a researcher and a participant
c) A set of questions designed to gather information from a sample of people
- b) A systematic gathering of data through observation
d) A method of gathering data through experiments
- (xii) Select the type of research that involves studying a phenomenon in-depth to gain a deep understanding of it:
a) Descriptive research
c) Causal research
- b) Exploratory research
d) Secondary research
- (xiii) _____ refers to the number of elements to be included in the study.
a) Sample size
c) Sample frame
- b) Sample statistic
d) Sample quota
- (xiv) Identify the type of sampling method that involves selecting participants based on the recommendation of others:
a) Simple random sampling
c) Cluster sampling
- b) Snowball sampling
d) Convenience sampling
- (xv) Type I error occurs when
a) Null hypothesis is true but rejected
c) Null hypothesis is false but accepted
- b) Null hypothesis is true but accepted
d) None of these

Group-B

(Short Answer Type Questions)

3 x 5=15

2. Describe exploratory research with the suitable examples. (3)
3. Describe longitudinal design. (3)
4. Define in-depth interview. (3)
5. Could you compare and contrast the advantages and disadvantages of online surveys versus in-person surveys? (3)
6. Explain the process of data cleaning and preparation in business research. (3)

OR

What are Projective techniques? Explain. (3)

Group-C

(Long Answer Type Questions)

5 x 6=30

7. Define research design in your own words. (5)
8. Write a short note on Causal research design. (5)
9. What are the key benefits and drawbacks of conducting focus group discussions? Explain. (5)

- 10. Explain the purpose of a questionnaire. (5)
- 11. Describe the procedure for selecting a systematic random sample. (5)
- 12. What is the major difference between judgemental and convenience sampling? (5)

OR

What are the differences between research questions and hypotheses? (5)
