

Total No. of Questions: 6

Total No. of Printed Pages:3

Enrollment No.....



Faculty of Management Studies

End Sem (Even) Examination May-2022

MS5CO13 Business Research Methods

Programme: MBA

Branch/Specialisation: Management

Duration: 3 Hrs.

Maximum Marks: 60

Note: All questions are compulsory. Internal choices, if any, are indicated. Answers of Q.1 (MCQs) should be written in full instead of only a, b, c or d.

- Q.1 i. The per capital income of India from 1950 to 1990 is four times. This study is- **1**
(a) Social (b) Factorial (c) Horizontal (d) Latitudinal
- ii. The main objective of study is to acquire knowledge. **1**
(a) Exploratory (b) Descriptive
(c) Diagnostic (d) Diagnostic & Descriptive
- iii. Hypothesis must have **1**
(a) Applicability (b) Durability (c) Testability (d) Measurement
- iv. _____ error means rejection of hypothesis which should have been accepted. **1**
(a) Type -I (b) Type -II
(c) Both (a) and (b) (d) None of these
- v. An example of probability sampling is- **1**
(a) Quota Sampling (b) Convenient Sampling
(c) Snowball Sampling (d) Lottery Method
- vi. An Interview in which interviewer encourage the respondent to talk freely about a given topic is- **1**
(a) Focused (b) Non-directive
(c) Structured (d) Clinical
- vii. What is the full form of SPSS? **1**
(a) Statistical Package for Social Sciences
(b) Software Program for Social Sciences
(c) Statistical Program Software for Science
(d) Software Program for Statistics and Sciences

P.T.O.

[2]

- viii. Coefficient of correlation ranges between **1**
 (a) 0 to +1 (b) -1 to 0 (c) -1 to +1 (d) 0 to infinity
- ix. A Research Report is a formal statement of **1**
 (a) Research Process (b) Research Problem
 (c) Data Collection (d) Research Analysis
- x. _____ report is prepared for a layman- **1**
 (a) Technical (b) Popular
 (c) General (d) Specific
- Q.2 i. Explain the objectives of research. **3**
 ii. Explain characteristics of good research along with its limitations. **7**
- OR iii. Define Research. Describe any six types of research with examples. **7**
- Q.3 i. Explain Type I and Type II error in brief. **2**
 ii. Briefly describe the different steps involved in a research process. **8**
- OR iii. Explain research design in case of descriptive and diagnostic research studies. **8**
- Q.4 i. Explain any two measurement scale. **2**
 ii. Describe any two methods to collect primary data. **8**
- OR iii. Define sampling. Explain various sampling techniques. **8**
- Q.5 i. Explain any two analysis under the analyse option in SPSS with steps. **3**
 ii. Set up an analysis of variance table for the following per acre **7**
 production data for three varieties of wheat, each grown on 4 plots and
 state if the variety differences are significant:

Plot of Land	Per acre production data		
	Variety of Wheat		
	A	B	C
1	6	5	5
2	7	5	4
3	3	3	3
4	8	7	4

Assume: Table value = 4.26.

[3]

- OR iii. The following information is obtained concerning an investigation of **7**
 50 ordinary shops of small size:
 Can it be inferred that shops run by women are relatively more in
 villages than in towns? Use χ^2 test

	Shops	
	In Towns	In Villages
Run by men	17	18
Run by women	3	12

Assume: Table value = 3.84.

- Q.6 Attempt any two: **5**
 i. Explain the guidelines for effective report writing. **5**
 ii. Explain the outline of technical report in brief. **5**
 iii. Explain any five importance of report writing **5**

Marking Scheme MS5CO13 Business Research Methods

Q.1	i.	The per capital income of India from 1950 to 1990 is four times. This study is-	1
		(d) Latitudinal	1 Mark
	ii.	The main objective of study is to acquire knowledge.	1
		(b) Descriptive	1 Mark
	iii.	Hypothesis must have	1
		(c) Testability	1 Mark
	iv.	_____ error means rejection of hypothesis which should have been accepted.	1
		(a) Type -I	1 Mark
	v.	An example of probability sampling is-	1
		(d) Lottery Method	1 Mark
	vi.	An Interview in which interviewer encourage the respondent to talk freely about a given topic is-	1
		(b) Non-directive	1 Mark
	vii.	What is the full form of SPSS?	1
		(a) Statistical Package for Social Sciences	1 Mark
	viii.	Coefficient of correlation ranges between	1
		(c) -1 to +1	1 Mark
	ix.	A Research Report is a formal statement of	1
		(a) Research Process	1 Mark
	x.	_____ report is prepared for a layman-	1
		(d) Specific	1 Mark
Q.2	i.	Every objective (If Description given)	1 Mark each (1 Mark*3)
		Else	0.5 Mark each (0.5*6)
	ii.	Characteristics	3 Marks
		Limitations.	4 Marks
OR	iii.	Definition of Research	1 Mark
		6 types of research	1 Mark each (1 Mark*6)
Q.3	i.	Type I	1 Mark
		Type II	1 Mark

	ii.	Formulating of research problem	1 Mark	8
		Extensive literature survey	1 Mark	
		Developing the hypothesis	0.5 Mark	
		Preparing the research design	1 Mark	
		Determining sample design	0.5 Mark	
		Collecting the data	1 Mark	
		Analysis of data	0.5 Mark	
		Hypothesis testing	0.5 Mark	
		Generalisation and interpretation	1 Mark	
		Preparation of the report or presentation of the result	1 Mark	
OR	iii.	Descriptive research design	4 Marks	8
		Diagnostic research design	4 Marks	
Q.4	i.	Meaning	2 Marks	2
	ii.	Questionnaire	2 Marks	8
		Observation	2 Marks	
		Schedule	2 Marks	
		Interview	2 Marks	
OR	iii.	Definition	1 Mark	8
		Probability sampling	3.5 Marks	
		Non- Probability sampling	3.5 Marks	
Q.5	i.	Correct steps and right analysis	1 Mark each (1 Mark*3)	3
	ii.	Hypothesis statement	1 Mark	7
		SS between=8	1 Mark	
		SS within=24	1 Mark	
		SS total=32	1 Mark	
		ANOVA table and F Ratio	2 Marks	
		Decision (the difference in wheat output due to varieties is insignificant)	1 Mark	
OR	iii.	Making Hypothesis	1 Mark	7
		Calculating expected value (E)	1 Mark	
		Calculation of χ^2 value(3.57)	3 Marks	

Degree of freedom	1 Mark
Decision	1 Mark

- Q.6 Attempt any two:
- | | | | |
|------|--|---|----------|
| i. | Guidelines correctly explained | 1 Mark each
(1 Mark*5) | 5 |
| ii. | Technical report meaning
Summary of result, Nature of study, methods employed, Data,
Analysis of data and presentation of findings, Conclusion,
Bibliography, Technical appendices, Index | 0.5 Mark
(0.5 Mark each)
(0.5 Mark*9) | 5 |
| iii. | 5 importance correctly explained | 1 Mark each
(1 Mark*5) | 5 |
