

Enrollment No.....



Faculty of Management Studies
End Sem (Even) Examination May-2019
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. _____ research includes surveys and fact-finding enquiries. **1**
 (a) Descriptive (b) Analytical
 (c) Clinical (d) None of these
- ii. The informed consent procedure for surveys includes. **1**
 (a) Briefly describe the survey topic
 (b) Tell who the sponsor is
 (c) Describe the purpose(s) of the research
 (d) All of these
- iii. Independent variables that are not related to the purpose of the study, but may affect the dependent variable are termed as _____. **1**
 (a) Dependent variable (b) Moderator variable
 (c) Extraneous variables (d) None of these
- iv. The major emphasis in such studies is on the discovery of ideas and insights. **1**
 (a) Descriptive (b) Exploratory research
 (c) Diagnostic (d) None of these
- v. Term 'pilot study' survey is related to **1**
 (a) Observation (b) Interview
 (c) Questionnaire (d) Group discussion
- vi. In some instances, the most practical way of sampling is to select every i^{th} item on a list is known as _____. **1**
 (a) Stratified sampling (b) Area sampling
 (c) Multi-stage sampling: (d) Systematic sampling

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- vii. The important parametric tests are: **1**
 (a) z -test (b) t -test (c) χ^2 -test (d) All of these
- viii. Professor _____ was the first man to use the term 'Variance' **1**
 (a) R.A. Fisher (b) Wallis and Robert
 (c) Alfred Marshall (d) Gottfried Achenwall
- ix. The _____ is one which gives emphasis on simplicity and attractiveness **1**
 (a) Popular report (b) Technical report
 (c) Both (a) and (b) (d) None of these
- x. _____ to the task of drawing inferences from the collected facts after an analytical and/or experimental study. **1**
 (a) Interpretation refers (b) Meaning of data
 (d) Both (a) and (b) (d) None of these
- Q.2 i. Discuss ethical considerations for researcher and respondent in business research. **3**
 ii. Define research. Explain with example any six importance of research for business. **7**
- OR iii. "Research is much concerned with proper fact finding, analysis and evaluation." Do you agree with this statement? Give reasons in support of your answer. **7**
- Q.3 i. Explain hypothesis testing process with example. **3**
 ii. Discuss exploratory research design and descriptive research design with example. **7**
- OR iii. Study of literature review helps a lot to a researcher. Explain with suitable example. **7**
- Q.4 i. Prepare a questionnaire for the following problem. **3**
 "A STUDY OF IMPACT OF ORGANIZATIONAL CULTURE ON EMPLOYEE PERFORMANCE."
 ii. What do you mean by sampling? Explain probability and non-probability sampling techniques. **7**
- OR iii. What do you mean by observation method of data collection? Examine the merits and limitations of the observation method in collecting material. Illustrate your answer with suitable examples. **7**

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- Q.5 i. Write any three differences between parametric and non-parametric test. **3**
 ii. 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
 (a) Which statistical test do you feel would be useful in the situation as mentioned above?
 (b) Write the steps (SPSS) for the statistical test to be used in (a).
- OR iii. Two types of drugs were used on 5 and 7 patients for reducing their weight. **7**
 Drug A was imported, and drug B was indigenous. The decrease in the weight after using the drugs for six months was as follows:
- | | | | | | | | |
|--------|----|----|----|----|----|----|---|
| Drug A | 10 | 12 | 13 | 11 | 14 | - | - |
| Drug B | 8 | 9 | 12 | 14 | 15 | 10 | 9 |
- Is there a significant difference in the efficacy of the two drugs? If not, which drug should you buy. (For $v=10$, $t_{0.05}=2.228$)
- Q.6 Write short note on any two: **5**
 i. Any five importance of report writing. **5**
 ii. Contents of synopsis with example. **5**
 iii. Guidelines for effective report documentation. **5**

Marking Scheme
MS5CO13 Business Research Methods

Q.1	i.	_____ research includes surveys and fact-finding enquiries.		1
		(a) Descriptive		
	ii.	The informed consent procedure for surveys includes.		1
		(d) All of these		
	iii.	Independent variables that are not related to the purpose of the study, but may affect the dependent variable are termed as _____		1
		(c) Extraneous variables		
	iv.	The major emphasis in such studies is on the discovery of ideas and insights.		1
		(b) Exploratory research		
	v.	Term 'pilot study' survey is related to		1
		(c) Questionnaire		
	vi.	In some instances, the most practical way of sampling is to select every i^{th} item on a list is known as _____		1
		(d) Systematic sampling		
	vii.	The important parametric tests are:		1
		(d) All of these		
	viii.	Professor _____ was the first man to use the term 'Variance'		1
		(a) R.A. Fisher		
	ix.	The _____ is one which gives emphasis on simplicity and attractiveness		1
		(a) Popular report		
	x.	_____ to the task of drawing inferences from the collected facts after an analytical and/or experimental study.		1
		(a) Interpretation refers		
Q.2	i.	Ethical considerations for researcher	1.5 marks	3
		Respondent in business research.	1.5 marks	
	ii.	Research	1 mark	7
		Any six importance of research for business.		
OR		1 mark for each (1 mark * 6)	6 marks	
	iii.	"Research is much concerned with proper fact finding, analysis and evaluation." Do you agree with this statement? Give reasons in support of your answer.		7

- (a) Proper fact finding means the process of data collection including sampling method
2 marks
- (b) Analysis means use of various statistical tests according to data type
2 marks
- (c) Evaluation the information in a proper manner (popular way or technical way)
2 marks
- (d) Reasons for same
1 mark

Q.3	i.	Hypothesis testing process with example.		3
	ii.	Exploratory research design with example.	3.5 marks	7
OR		Descriptive research design with example.	3.5 marks	
	iii.	Literature review helps a lot to a researcher with example.		7
Q.4	i.	Prepare a questionnaire for the following problem. "A STUDY OF IMPACT OF ORGANIZATIONAL CULTURE ON EMPLOYEE PERFORMANCE."		3
		At least 10 questions related to concept		
	ii.	Sampling meaning	1 mark	7
		Probability sampling techniques	3 marks	
OR		Non-probability sampling techniques.	3 marks	
	iii.	Observation method of data collection	1 mark	7
		At least three Merits of the observation method	3 marks	
		At least three limitations of the observation method	3 marks	
Q.5	i.	Any three differences between parametric and non-parametric test.		3
	ii.	(a) Which statistical test do you feel would be useful in the situation as mentioned above?	1 mark	7
		(b) Write the steps (SPSS) for the statistical test to be used in (a)		
			6 marks	
OR	iii.	Is there a significant difference in the efficacy of the two drugs? If not, which drug should you buy. (For $v=10$, $t_{0.05}=2.228$)		7
Q.6		Write short note on any two:		
	i.	Any five importance of report writing.		5
	ii.	Contents of synopsis with example.		5
	iii.	Guidelines for effective report documentation.		5
