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2504E417

Candidate's Seat No : _____

IM.B.A. in (BI/APR) (NEP) Sem.-4 Examination

BM-DSC-C-BRM-243

B. R. M.

Time : 2-00 Hours]

April-2025

[Max. Marks : 50

- Instructions :** (1) This paper contains **Five** questions.
(2) All questions are compulsory.
(3) Question No. **1,2, 3, 4** have internal options.
(4) Figures in the right side in parenthesis indicate marks.

Q:1 Discuss the classification research design in detail. **(10)**

OR

Q:1 Explain various areas of research application on business. **(10)**

Q:2 Discuss the process of research in detail. **(10)**

OR

Q:2 Explain the research report preparation process in detail. **(10)**

Q:3 Explain sampling methods in detail **(10)**

OR

Q:3 Discuss the process of sampling in detail. **(10)**

Q:4 Discuss types of focus group interview in detail. **(10)**

OR

Q:4 Explain – “ANOVA”. **(10)**

Q:5 MCQs. (Any Ten out of twelve) **(10)**

1. What is business research?
 - a) The process of identifying and solving business problems using scientific methods
 - b) The process of collecting and analyzing data for business decision-making
 - c) The process of developing and implementing business strategies
 - d) The process of evaluating business performance

2. What is research design in business research?
 - a) A detailed plan outlining how the research will be conducted
 - b) A framework for data collection and analysis
 - c) A method for selecting samples
 - d) A technique for data analysis
3. How does research contribute to the existing body of knowledge?
 - a) By verifying existing theories and models
 - b) By developing new theories and models
 - c) By filling gaps in existing knowledge
 - d) All of the above
4. How does research contribute to innovation?
 - a) By generating new ideas and solutions
 - b) By improving existing products and services
 - c) By reducing costs and increasing efficiency
 - d) All of the above
5. What are the two main types of sampling in research?
 - a) Probability and non-probability sampling
 - b) Random and non-random sampling
 - c) Stratified and non-stratified sampling
 - d) Cluster and non-cluster sampling
6. What is probability sampling?
 - a) A type of sampling where every member of the population has an equal chance of being selected
 - b) A type of sampling where members of the population are selected based on convenience or availability
 - c) A type of sampling where members of the population are selected based on their characteristics or attributes
 - d) A type of sampling where members of the population are selected randomly
7. How is the sample size determined in research?
 - a) Based on the size of the population
 - b) Based on the level of precision desired
 - c) Based on the level of confidence desired
 - d) All of the above
8. What is sampling bias?
 - a) A systematic error in the sampling process that leads to an unrepresentative sample
 - b) A random error in the sampling process that leads to an unrepresentative sample
 - c) A type of sampling error that occurs when the sample size is too small
 - d) A type of sampling error that occurs when the sample size is too large
9. Which of the following is a method of collecting primary data?
 - a) Surveys, interviews, and observations
 - b) Literature review and secondary data analysis
 - c) Experimental design and statistical analysis
 - d) Case study and content analysis

10. Which of the following is a type of primary data?
 - a) Quantitative data
 - b) Qualitative data
 - c) Both quantitative and qualitative data
 - d) Neither quantitative nor qualitative data
 11. What is a limitation of secondary data?
 - a) It may be biased or inaccurate
 - b) It may be outdated or obsolete
 - c) It may not be relevant to the research question
 - d) All of the above
 12. Which of the following is a source of secondary data?
 - a) Surveys and interviews
 - b) Books, journals, and websites
 - c) Observations and experiments
 - d) Case studies and content analysis
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