

MBA DM/SIBFT Sem.-2 Examination

DM-205

Business Research & Methods

May-2025

Time : 2-30 Hours]

[Max. Marks : 70

Instructions:

- Question no 1 to 5 carry 14 marks each.
- In question 5, each question is of 2 marks.

Q-1. Briefly describe the different steps involved in a research process. [14]

Q-2. Answers any TWO questions for the given case study: [14]

With the increasing use of online education platforms after the pandemic, many colleges have started offering hybrid courses (online + offline). However, some students are not fully satisfied with this model. Complaints include internet issues, lack of interaction, and difficulty in understanding online lectures. Neha, a research student, wants to explore what students truly think about this new way of learning. Since this is a new area of study with many unknown factors, she plans to collect responses from students in 10 colleges. To do this fairly and avoid bias, she selecting every 10th student from a list of enrolled students. Before starting her research, Neha needs to make sure her study is well-planned to gather meaningful insights.

- How can Neha define a clear and focused research problem to better understand students real-life experiences and challenges with hybrid learning?
- Since Neha is doing exploratory research, what should she focus on to collect new ideas and insights about students preferences, instead of just proving a fixed answer?
- How can Neha use the systematic sampling method effectively in her study? What are the advantages and challenges of this method in getting balanced and fair results?

Q-3. Attempt any TWO from the following: [14]

- A researcher wants to know if gender is related to preference for online vs. offline shopping. She collects data from 200 respondents. Use the 0.05 level of significance. [$\chi^2_{2,0.05} = 5.99$]

Gender	Prefers Online Shopping	Prefers Offline Shopping
Male	50	30
Female	60	60

- Explain the important steps of Questionnaire in data collection.

C) Ten students are selected at random from a school and their heights are found to be, in inches, 50, 52, 52, 53, 55, 56, 57, 58, 58 and 59. In the light of these data, discuss the suggestion that the mean height of the students of the school is 54 inches. Use 5% level of significance.

Q-4. A) Explain the importance of report writing in the context of research. Describe the different types of research reports commonly used. [14]

OR

B) Outline the standard structure of a research report. Discuss the main components included in each section. [14]

Q-5. Explain any SEVEN from the following words in detail: [14]

- i. Features of Good Research Design
- ii. Experimental Research
- iii. Limitations of Secondary Data Collection
- iv. Tabulation in Data Processing
- v. Scientific Report
- vi. Applied Research
- vii. Empirical Research
- viii. Policy Implications

.....End of Paper.....