

Seat No. : _____

MC-104

May-2022

M.B.A., Sem.-VIII

Business Research Methodology

Time : 2 Hours]

[Max. Marks : 50

SECTION-I

Attempt any **three** questions out of **five**.

1. (A) A leading firm in Gujarat wants to do a market research to find the preference level of the users for a library-on-wheels which would be parked at the designated residential areas of the city during different days of the month. **10**
You have been hired as a marketing consultant for the same. Design a detailed research plan for the same. (Be specific)
(B) Write a brief note on deductive thought. **4**
2. Explain the various types of Experimental designs in detail with their main characteristics. **14**
3. (A) Write a brief on the types of measurement scale with their limitations in detail. Give adequate examples for the same. **8**
(B) Explain the following concepts : **6**
 - (1) Centralised in-house editing
 - (2) Situations wherein questionnaires may not be useful as research instrument
4. (A) Explain the following terms : **8**
 - (1) Inferential statistics and Descriptive statistics.
 - (2) Semantic Differential scale and Stapel scale (with example).
(B) Calculate the mean and median for the following : **6**

Marks	0 - 20	20 - 40	40 - 60	60 - 80	80 - 100
Number of students	5	20	35	7	3

SECTION-II

6. Attempt any **eight** questions out of **ten**. Each carries **1** mark. **8**
- (1) Which of the following statement is incorrect ?
 - (a) Good research study must have a clearly stated purpose
 - (b) There is no scope of research in personnel management
 - (c) Data must be refined and processed in the format required
 - (d) None
 - (2) Which of the following is not true in case of formulation of research hypothesis ?
 - (a) A hypothesis must be formulated in simple, clear, and declarative form.
 - (b) A hypothesis must be measurable and quantifiable
 - (c) A hypothesis has to be relational only
 - (d) All
 - (3) Which research is done to gain a deeper understanding on a given area of interest ?
 - (a) Causal research
 - (b) Descriptive research
 - (c) Exploratory research
 - (d) Conclusive research
 - (4) Neutral questions are asked in the beginning of the questionnaire to _____.
 - (a) to lead the respondent into giving in desirable responses.
 - (b) establish rapport and involvement with the respondent.
 - (c) to hide the real agenda of the questionnaire.
 - (d) to get the sensitive information from the respondents
 - (5) Correlation between Midsem and Endsem Marks in BRM will be considered as _____.
 - (a) Univariate data analysis
 - (b) Bivariate data analysis
 - (c) Mutlivariate data analysis
 - (d) Exploratory data analysis
 - (6) Respondents often become uninterested as the experiment continues longer. This reflects _____ factor affecting internal validity.
 - (a) Instrumentation
 - (b) History
 - (c) Mortality
 - (d) Maturation
 - (7) Extraneous variables are the variables _____.
 - (a) other than dependent variables affecting treatments.
 - (b) other than independent variables affecting the impact of treatments.
 - (c) that are extra in the experiments.
 - (d) that are the responses that are given by the test units in the experiments.
 - (8) Semantics means the _____.
 - (a) the study of words and its meanings
 - (b) the study of numbers and its relationships
 - (c) the study of variables and its interrelationship
 - (d) the study of experiments
 - (9) Market survey Questionnaire is a combination of _____ format.
 - (a) Disguised and Structured
 - (b) Non-disguised and Structured
 - (c) Disguised and Non-structured
 - (d) Non-Disguised and Non-Structured
 - (10) The best way to handle unsatisfactory responses is to do _____.
 - (a) Repeat testing
 - (b) Backtracking
 - (c) Investigator Rechecking
 - (d) Plugging value