

P P SAVANI UNIVERSITY

Second Semester of MBA Examination
May 2022

SLMB7090 Business Research Methods

23.05.2022, Monday

Time: 9:00 A.m. To 11:30 A.m.

Maximum Marks: 60

Instructions:

1. The question paper comprises of two sections.
2. Section I and II must be attempted in same answer sheets.
3. Make suitable assumptions and draw neat figures wherever required.

SECTION - I

Q - 1 Answer the Following: (Answer to Any 5 MCQ) [05]

- (i) Research is related to _____
A) Enquire to Know B) Get Information C) Collect Data D) None
- (ii) Primary Data is _____
A) Collect from Books B) Collection Magazines C) Questionnaire D) Net Collect.
- (iii) Research Problem is related to _____
A) Summary B) Set of Objectives C) Survey Method D) Budgeting Method
- (iv) Literature Review is used to identify _____
A) Study of Authors B) Know the Research Area C) Study Growth of Study D) Gap Analysis for Scope of Study
- (v) Research Design gives _____
A) Focused Research B) Unorganized Research C) Indirect Data Research D) None
- (vi) Good Sampling Design will give _____
A) Non-Progressive Research B) Comparative Research
B) Progressive Research D) None
- (vii) Primary and Secondary Data is used for _____
A) Quantitative Research B) Qualitative Research
C) Quantitative and Qualitative Research D) None

Q - 2 (a) What are the Criteria for Good Research? [05]

Q - 2 (b) Explain the importance for the term Literature Review? [05]

OR

Q - 2 (a) What is Hypothesis? Why it is important to Test the Hypothesis? [05]

Q - 2 (b) Critically Evaluate the effective steps of Sampling Design? [05]

Q - 3 (a) Evaluate the various types of Measurement Scales? [05]

Q - 3 (b) What is Data Collection? Explain in detail? [05]

OR

Q - 3 (a) Why is Primary and Secondary Data is important for Research? [05]

Q - 3 (b) Why Research is important in Today's times for Business Growth? [05]

Q - 4 Attempt any One Question (Short Note Question) [05]

- (i) Critically evaluate the use and importance of Data Collection and Analysis?
- (ii) What is the link between Hypothesis and Good Research Design? Evaluate it?

SECTION-II

Q - 1 Answer the Following: (Answer to Any 5 MCQ) [05]

(i) The original source from which researcher collects information is _____.

- A) Primary Source B) Secondary Source
- C) Both primary and Secondary D) None of these

(ii) Questionnaire is filled by

- A) Respondent B) Everybody C) Enumerator D) None of these

(iii) The final result of a study will be more accurate if the sample drawn is _____.

- A) taken randomly
- B) fixed by quota
- C) representative to the population
- D) purposive

(iv) The first page of the research report is _____.

- A) Appendix B) Bibliography C) Index D) Title Page

(v) is the raw materials for Analysis?

- A) Variables B) Problem C) Data D) Sample

(vi) Sample value is called.....

- A) Parameter B) Core Value C) Statistic D) Variable

(vii) A technique of Building up a list or a sample of a special population by using an initial set of members as informants is called _____.

- A) Quota sampling B) Convenience Sampling
- C) Snow ball Sampling D) Purposive sampling

Q - 2 (a) What are types of Measurement Scales? [05]

Q - 2 (b) Explain methods of collecting primary data? [05]

OR

Q - 2 (a) Discuss interview as a technique of data collection? [05]

Q - 2 (b) Analyse the merits and limitations of case study method? [05]

Q - 3 (a) Explain Business Report Writing? [05]

Q - 3 (b) What are different types of analysis of data? [05]

OR

Q - 3 (a) Explain application of Statistics in Business Research? [05]

Q - 3 (b) Why tabulation is considered essential in a research study? [05]

Q - 4 Attempt any One Question (Short Note Question) [05]

(i) Explain difference between collection of data through questionnaires and schedules?

(ii) Explain Layout of the Research Report?
