

Mid-West University  
**Examinations Management Office**  
Surkhet, Nepal  
Final Examination-2078  
Master of Business Studies (MBS)  
Semester - III

Subject: Business Research Methods

Course Code: MGMT 534

Full Marks: 60 Pass Marks: 30

Time: 3: 00 Hours

*You are required to answer in your own words as far as applicable. Figures in the margins indicate full marks.*

**SECTION A: CRITICAL THINKING QUESTIONS (10 X 1 = 10 MARKS)**

Answer **ALL** the questions:

1. What are the qualities of a good research?
2. Write the meaning of population in research?
3. What are ethical issues in research?
4. What is sampling frame?
5. How many measurements are used in research? List them.
6. Point out the various types of validity.
7. State any four problems encountered by researcher in Nepal.
8. What is research interview?
9. State about questionnaire.
10. In short, show the use of internet in research in the recent management sector.

**SECTION B: SHORT ANSWER QUESTIONS (3 X 8 = 24 MARKS)**

Answer any **THREE** questions:

11. What is research? Explain the contribution of research in business. [3+5]
12. Define research design. List out the various types of research design. Explain any two of them. [1+1+6]
13. What are the different sampling techniques commonly used by researchers? Explain any one of them. [2+6]
14. What is data? Distinguish between primary data and secondary data. [2+6]
15. Show the relationship between coding, editing and tabulating of data in research. Why is it applied for data analysis? [5+3]

**SECTION C: LONG ANSWER QUESTIONS (2 X 13 = 26 MARKS)**

Answer any **TWO** questions:

16. Generally academic researcher undertakes basic research. The results of basic research are unable to solve the particular problems. So, few people claim that academic research is useless. Do you agree to logic? Give justifications. [5+8]
17. What is Likert scale in research? How are Likert scale calculated? Explain with a suitable example. Is it possible to conduct research without scaling? Give your opinions. [3+8+2]
18. Research report writing is a critical work because it has to give entire information about research. Why is it critical? Discuss the format of research report. [6+7]

**THE END**