

MID-WESTERN UNIVERSITY
EXAMINATIONS MANAGEMENT OFFICE
MAKE-UP EXAMINATIONS: 2020
MASTER OF BUSINESS STUDIES (MBS)
SEMESTER - III

Subject: Business Research Methods
Full Marks: 60

Course Code: MGMT 534
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:

- Q1. List out any two characteristics of good research.
- Q2. Define quantitative research design.
- Q3. Mention the types of variables.
- Q4. Define parameters and statistics.
- Q5. Define the descriptive statistics.
- Q6. What is the statement of problem?
- Q7. What do you mean by editing?
- Q8. Write any two benefits of primary data collection methods.
- Q9. Write the situation of using alternative hypothesis.
- Q10. How do you define review of literature?

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

Answer any **THREE** questions:

- Q11. What do you mean by research? Distinguish between qualitative and quantitative research. [3+5]
- Q12. Suppose you are going to conduct a study of the impact of income earned on buying behavior of a consumer product. Which research designs will you apply for such type of study? Why? Explain. [8]
- Q13. What is sampling? Mention the various types of probability sampling. [3+5]
- Q14. What is research proposal? Explain the main component of it. [3+5]
- Q15. Write short notes on: [4+4]
 - a. Applied research
 - b. Regression analysis

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

Answer any **TWO** questions:

- Q16. What is measurement scale? Explain the nominal, ordinal, interval and ratio measurement scales with suitable examples. [3+10]
- Q17. Business research follows a certain specific steps. Explain each steps of the scientific research with appropriate examples. [3+10]
- Q18. Distinguish between primary and secondary data. What are the different methods of collecting primary data? Explain. [4+9]

