

MID-WESTERN UNIVERSITY
EXAMINATIONS MANAGEMENT OFFICE
MAKE-UP EXAMINATIONS: 2018
MASTER OF BUSINESS STUDIES (MBS)
SEMESTER - III

Subject: Business Research Methods
Full Marks: 100

Course Code: MGMT 534
Time: 4:00 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 2 = 20 MARKS)

Answer all questions:

- Q1. Write the importance of business research.
- Q2. Define descriptive research design.
- Q3. Write the meaning of hypothesis.
- Q4. Mention the misconception of research.
- Q5. Mention the disadvantages of primary data.
- Q6. What are the ethics of collection of data?
- Q7. Write the meaning of coefficient of determination.
- Q8. What is solicited Proposal?
- Q9. What is the full form of APA and MLA.
- Q10. Define inferential statistics.

SECTION B: SHORT ANSWER QUESTIONS (6 X 8 = 48 MARKS)

Answer any SIX questions:

- Q11. Explain the precautions should be taken in preparation of questionnaire. 3+5
- Q12. What are the problems encountered by a researcher in Nepal? How these problems can be solved? Explain. 8
- Q13. Define research design. What are its types? Is it possible to conduct without research design? Explain briefly. 3+2+3
- Q14. What do you mean by Likert scale? Prepare any four Likert scale statement for measuring consumer satisfaction of any product. 4+4
- Q15. What is case study? Mention the advantage and disadvantages of focus group discussion. 4+4
- Q16. Define the term "reliability". Mention its types and explain why it is important in research. 3+3+2
- Q17. What is research Proposal? Show the structure of research proposal. 3+5
- Q18. Write short notes on: (Any two) 4+4
 - a) Correlation
 - b) Variable
 - c) Focus Group Discussion

SECTION C: LONG ANSWER QUESTIONS (2 X 16 = 32 MARKS)

Answer any TWO questions:

- Q19. "Basic research is not applicable immediately to solve a problem, thus it is less useful and valuable than applied research". Comment this statement. 16
- Q20. What are the basic differences among nominal, ordinal, interval and ratio scales? Illustrate with suitable examples. 16
- Q21. What is sampling? Explain the various types of probability and non-probability sampling. 6+10

