

Mid-West University
Examinations Management Office
Surkhet, Nepal
Chance Examinations-2082
Master of Business Studies (MBS)
Semester - III

Subject: Business Research Methods

Course Code: MGMT534

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 is the main objective of business research?
2. Point out any four types of research.
3. State the key criteria for good research.
4. List out any two problems commonly encountered by the researchers.
5. Why is ethics important in research?
6. Write about the initial phase of the research process.
7. Why is hypothesis formulated in research?
8. What is the purpose of a literature review in research?
9. Name any two key components of research proposal.
10. Differentiate between the variable and data in research.

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

Answer any **THREE** questions:

11. Explain the features of a good research design. Compare and contrast the exploratory and descriptive research designs with examples. [3+5]
12. Define sampling and discuss the differences between probability and non-probability sampling techniques. [2+6]
13. Differentiate between primary and secondary data. State the key considerations in designing an effective questionnaire. [3+5]
14. Briefly explain coding, editing, and tabulation of data. Discuss the uses of correlation and regression techniques in data analysis. [3+5]
15. What are the different types of research reports? Describe the standard format of a good research report, including preliminaries, body, and reference materials. [3+5]

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

Answer any **TWO** questions:

16. Define the terms reliability and validity. Describe the various types of validity and reliability which are essential for research. [5+8]
17. "Business research follows a certain specific step." In light of the statement, explain each step of the scientific research with suitable examples. [13]
18. Describe the interview technique of data collection. Write the important considerations for data collection. [8+5]

THE END