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No.

**SHAMBHUNATH INSTITUTE OF ENGINEERING AND TECHNOLOGY**  
**SHAMBHUNATH INSTITUTE OF MANAGEMENT**

**Subject Code: KMB203                      Subject: Business Research Methods**

MBA

SEMESTER: 2<sup>nd</sup>

**FIRST SESSIONAL EXAMINATION, EVEN SEMESTER (2019-2020)**

**BRANCH: MBA**

TIME-1hr 30 min

Maximum Marks-30

**SECTION –A**

**1. Attempt all questions in brief. (1\*5=5)**

Q.N.	QUESTIONS	MARKS	CO	BL
<b>a</b>	The restaurant served One hundred fifty people today it's an example of qualitative or quantitative data. Ans: Quantitative Data	<b>1</b>	<b>1</b>	<b>4</b>
<b>b.</b>	What is scientific management? Ans: Scientific method is a method, which is very systematic in nature and plays a very critical role in the field of investigation, evaluation, experimentation, interpretation and theorizing.	<b>1</b>	<b>2</b>	<b>2</b>
<b>c.</b>	Define IV and DV. Ans: Independent variable: K.as explanatory variables or treatment. Levels of these variables are manipulated (changed) by researchers to measure their effect on the dependent variable. In case of our example I.V (treatment) consisted of the sales training programme. D.V measures the effect of treatments(I.V) on the test units. E.g of D.V can include sales profit, market share and brand awareness. In case of our e.g D.V consisted of sales.	<b>1</b>	<b>1</b>	<b>1</b>
<b>d.</b>	What do you mean by research? Ans: Systematic, rigorous investigation of a situation or problem in order to generate new knowledge or validate existing knowledge.	<b>1</b>	<b>2</b>	<b>1</b>
<b>e.</b>	List out the sources of Primary and Secondary Data. Ans: <b>Primary data</b> collection <b>sources</b> include surveys, observations, experiments, questionnaire, personal interview, etc. On the contrary, <b>secondary data</b> collection <b>sources</b> are government publications, websites, books, journal articles, internal records etc.	<b>1</b>	<b>1</b>	<b>1</b>

**SECTION -B**

**2. Attempt any TWO of the following: (2\*5=10)**

Q.N.	QUESTIONS	MARKS	CO	BL
<b>a</b>	What are different criteria's for good research? Ans: Ethical Clear Feasible	<b>5</b>	<b>1</b>	<b>1</b>

	<p>objective  precise  verifiable  Empirical (Based on observed &amp; measured phenomena &amp; derives knowledge from actual experience rather than from theory or belief)  logical</p>			
<b>b.</b>	<p>Discuss the role of review of literature in research.  Ans:  The purpose of a literature review is to:  Provide foundation of knowledge on topic. Identify areas of prior scholarship to prevent duplication and give credit to other researchers. Identify inconsistencies: gaps in research, conflicts in previous studies, open questions left from other research.</p>	<b>5</b>	<b>2</b>	<b>2</b>
<b>c.</b>	<p>“The task of defining the research problem often follows a sequential pattern”. Explain.  Ans:  The techniques Involved in defining a Research Problem is a crucial part of a research study and must in no case be accomplished hurriedly. However, in practice this a frequently overlooked which causes a lot of problems later on. Hence, the research problem should be defined in a systematic manner, giving due weightage to all relating points. The technique for the purpose involves the undertaking of the following steps generally one after the other:   statement of the problem in a general way;  understanding the nature of the problem;  surveying the available literature  developing the ideas through discussions; and  rephrasing the research problem into a working proposition.</p>	<b>5</b>	<b>1</b>	<b>2</b>
<b>d.</b>	<p>Define scientific method in research methodology and explain its characteristics.  Ans:  1. Is a very systematic method, offering convenient working.  2. Helps in obtaining very accurate classification of facts.  3. This method is marked by the observation of heavy co relation and sequence.  4. Helps in the discovery of the scientific laws.  5. Depends and aims at achieving actual facts and not the desired ones.  6. Relies on the evidence.  7. Has a definite problem for solving, as every inquiry has a specific sense.  8. Results drawn from the scientific method are capable of being observed and then measured.  9. It links and tries to establish very general propositions.  10. Scientific results can be estimated with sufficient accuracy.  11. Scientific conclusions are very true in nature and working.  12. Observer’s own views find no place during the observation as the observation is made in a very true form.</p>	<b>5</b>	<b>1</b>	<b>1</b>

**SECTION -C**

**3. Attempt any ONE part of the following:**

**(1\*5=5)**

Q.N	QUESTIONS	MARKS	CO	BL
a.	<p>Explain the levels of measurement scales.</p> <p>Ans: four levels of measurement scales or methods of assigning numbers:</p> <p>(a) Nominal scale,  (b) Ordinal scale,  (c) Interval scale, and  (d) Ratio scale.</p>	5	1	1
b.	<p>Describe the role of Qualitative and Quantitative in research with the help of examples?</p> <p>Ans:</p> <p>Quantitative research refers to the systematic empirical investigation of any phenomena via statistical, mathematical or computational techniques. The objective of quantitative research is to develop and employ mathematical models, theories and/or hypotheses pertaining to phenomena.</p> <p>Qualitative research is research dealing with phenomena that are difficult or impossible to quantify mathematically, such as beliefs, meanings, attributes, and symbols.</p> <p>Qualitative researchers aim to gather an in-depth understanding of human behaviour and the reasons that govern such behaviour. The qualitative method investigates the why and how of decision making, not just what, where, when.</p>	5	1	3

**4. Attempt any ONE part of the following:**

**(1\*5=5)**

Q.N.	QUESTIONS	MARKS	CO	BL
a.	<p>Explain the research applications in functional areas of business.</p> <p>Ans:</p> <ul style="list-style-type: none"> <li>• Marketing Function</li> <li>• Personnel and HRM</li> <li>• Financial and Accounting research</li> <li>• Production and operation management</li> </ul>	5	1	5
b.	<p>Discuss different types of research design?</p> <p>Ans:</p> <p>Applied Research  Correlational Research  Experimental Research  Conceptual &amp; Empirical Research  Longitudinal Research  Quantitative Research &amp; Qualitative Research  Descriptive Research &amp; Explorative Research  Causal Research  Classification Research  Theory-testing Research &amp; Theory-Building Research</p>	5	2	1

**5. Attempt any ONE part of the following:**

**(1\*5=5)**

Q.N.	QUESTIONS	M	C	B
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a.	<p>Discuss the qualities of a good research.</p> <p>Ans:</p> <ul style="list-style-type: none"> <li>• Research should be clearly defined.</li> <li>• Systematic and detailed plan.(Investigating research problem)</li> <li>• Logical justification.</li> <li>• Result of the study (unbiased, objective and neutral manner)</li> <li>• Problem solving</li> </ul>	5	1	2
b.	<p>Explain the research process in detail with the help of Flow Chart.</p> <p>Ans:</p> <div style="text-align: center;"> <p>RESEARCH PROCESS IN FLOW CHART</p> <pre> graph LR     I[Define research problem] --&gt; II[Review the literature]     subgraph II         II1[Review concepts and theories]         II2[Review previous research finding]     end     II --&gt; III[Formulate hypotheses]     III --&gt; IV[Design research including sample design]     IV --&gt; V[Collect data Execution]     V --&gt; VI[Analyse data Test hypotheses if any]     VI --&gt; VII[Interpret and report]     VI -- F --&gt; V     VI -- FF --&gt; IV     VII -- F --&gt; I </pre> <p>Where (F) = feed back (Helps in controlling the sub-system to which it is transmitted)          (FF) = feed forward (Serves the vital function of providing criteria for evaluation)</p> </div>	5	2	1