

Roll No: .....

Hi-Tech Institute of Engineering & Technology

DEPARTMENT OF MANAGEMENT

Course MBA

(SEM-2nd) EVEN SEMESTER MODEL QUESTION PAPER FOR EXAMINATION  
2022-23

Subject Code: KMBN 203

Subject Name: Business Research Framework

Faculty Name: Shilpa Chaudhary

Time: 3 HRS.

Total Marks: 100

Note: 1. Attempt all Sections. If require any missing data; then choose suitably.

SECTION-A

1. Attempt all question in brief.

2x 10 = 20

Q.No	Question	Marks	CO
a.	Explain what do you mean by Research?	2	1
b.	What do you mean by Sampling Frame?	2	4
c.	What is Semantic Differential Scale?	2	3
d.	Define extraneous variable used in research design.	2	2
e.	What is ANOVA?	2	5
f.	Define hypothesis?	2	5
g.	What are the important aspects of questionnaire?	2	1
h.	Explain Applied Research.	2	2
i.	What do you mean by Type I error?	2	4
j.	Explain concept of measurement.	2	3

SECTION-B

2. Attempt any FOUR of the following:

6x5 =30

Q.No	Question	Marks	CO
a.	"Research is much concerned with proper fact finding, analysis and evaluation." Do you agree with this statement? Give reason in support of your answers.	5	1
b.	What do you mean by hypothesis and describe the procedure of testing hypothesis?	5	5
c.	Critically examine the following: 1. Interviews introduce more bias than does the use of questionnaire 2. Data collection through projective techniques is considered	5	2

	relatively more reliable.		
d.	Explain different levels of measurement. Also define problems in measurement in management research.	5	3
e.	Explain what is probability sampling? Explain different types of probability sampling.	5	4

**SECTION-C**

3. Attempt any ONE part of the following:

1x10 = 10

Q.No	Question	Marks	CO
a.	Define research? Discuss the role of research in decision making?	10	1
b.	"The marketing research process involves a number of interrelated activities which overlap and do not rigidly follow a particular sequence". comment	10	1

4. Attempt any ONE part of the following:

1x10 = 10

Q.No	Question	Marks	CO
a.	What is experimental research? Briefly discuss various experimental research designs.	10	2
b.	What is descriptive research design? Also explain the concept of Cross-sectional and Longitudinal Research.	10	2

5. Attempt any ONE part of the following:

1x10 = 10

Q.No	Question	Marks	CO
a.	What is measurement in research? What difference does it make if we measure in terms of nominal, ordinal, interval and ratio scale? Explain them with suitable statistics associated with each type of scale along with relevant examples.	10	3
b.	Distinguish between comparative scaling and non comparative scaling.	10	3

6. Attempt any ONE part of the following:

1x10 = 10

Q.No	Question	Marks	CO
a.	Discuss two probability sampling and two non-probability sampling techniques with examples. "It is always necessary to take probability sample." Justify your answers	10	4
b.	A researcher wants to determine sample size necessary to adequately conduct a study to estimate the population mean to within five points. The range of population values is 80 and the researcher plans to use a 90% level of confidence. Calculate the sample size if $Z_{0.05} = 1.645$	10	4

7. Attempt any ONE part of the following:

1x10 = 10

<b>Q.No</b>	<b>Question</b>	<b>Marks</b>	<b>CO</b>
<b>a.</b>	<b>Explain the meaning of analysis of variance. Describe briefly the techniques of analysis of variance for one way and two way classifications.</b>	<b>10</b>	<b>5</b>
<b>b.</b>	<b>Explain the significance of a research report. Also explain the steps involved in writing a research report.</b>	<b>10</b>	<b>5</b>