

G. S. Mandal's
 Maharashtra Institute of Technology, Aurangabad
 (An Autonomous Institute)
 END SEMESTER EXAMINATION
First Year MBA -April/May 2022

Course Code : MBA104

Course Name : Business Research Methods

Duration : 2 Hrs

Max. Marks : 50

Date : 11/04/2022

Instructions :

- i) All questions are compulsory
- ii) Assume suitable data wherever necessary and clearly state it
- iii) Figures to the right indicate full marks
- iv) Use of Simple Calculator is allowed

	Questions	Marks	CO	BL
Q. 1	Answer any 5 out of 8 (2 Marks each) (Cognitive Ability - Remembering)			
a)	State the purposes of Literature Review.	2	1	1
b)	Define primary data.	2	1	1
c)	State any two problems faced in collection of data through schedules?	2	1	1
d)	List various statistical software used for data analysis.	2	1	1
e)	What is probability sampling?	2	1	1
f)	Define the term "Secondary Data".	2	1	1
g)	What is bibliography?	2	1	1
h)	What is an open end question?	2	1	1
Q. 2	Answer any 2 out of 3 (5 Marks Each) (Cognitive Ability - Understanding)			
a)	Elucidate the scaling techniques with examples.	5	2	2
b)	What is validity of instrument? How is validity different from reliability?	5	2	2
c)	Briefly describe the four levels of measurement with examples.	5	2	2
Q. 3	Solve/Answer Any one (10 Marks Each) (Cognitive Ability - Applying)			
a)	Explain the various sources of primary and secondary data.	10	3	3
b)	What are the methods of non-probability sampling?	10	3	3

	Explain its limitations.			
Q. 4	Solve/Answer Any one (10 Marks Each) (Cognitive Ability - Analyzing)			
a)	Explain what is significance of analysis and interpretation of data in research process.	10	4	4
b)	Discuss the merits and demerits of Mean, Median and Mode used in statistical analysis.	10	4	4
Q. 5	Solve/Answer Any one (10 Marks Each) (Cognitive Ability – Evaluating/Creating)			
a)	What is a research problem? Discuss the main issues which should receive the attention of the researcher in formulating the research problem.	10	6	5
b)	What is hypothesis testing? Discuss the steps involved in hypothesis testing?	10	6	5