

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

Course Code : MBA104

Course Name : Business Research Methods

Duration : 2 Hrs

Max. Marks : 50

Date : 07/05/2022

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)	What is Business Research?	2	1	1
b)	What is dichotomous question?	2	1	1
c)	Define Null hypothesis.	2	1	1
d)	State different methods of writing bibliography.	2	1	1
e)	What is sampling frame?	2	1	1
f)	List out three unethical practices in research.	2	1	1
g)	Enumerate the different methods of collection of data.	2	1	1
h)	What is t-test?	2	1	1
Q. 2	Answer any 2 out of 3 (5 Marks Each) (Cognitive Ability - Understanding)			
a)	What are Likert type scales? Give its advantages and limitations.	5	2	2
b)	What do you understand by the concept of attitude measurement? What are the scales of attitude measurement?	5	2	2
c)	Discuss about the validity and reliability of measuring instrument in research.	5	2	2
Q. 3	Solve/Answer Any one (10 Marks Each) (Cognitive Ability - Applying)			
a)	What is the difference between probability and non-probability sampling methods? Explain in detail.	10	3	3
b)	Explain the methods of primary data collection in detail.	10	3	3

Q. 4	Solve/Answer Any one (10 Marks Each) (Cognitive Ability - Analyzing)			
a)	Discuss various kinds of charts and diagrams used in data analysis.	10	4	4
b)	What do you mean by measures of central tendency? Name different measures of central Tendency and discuss any one in brief.	10	4	4
Q. 5 Solve/Answer Any one (10 Marks Each) (Cognitive Ability – Evaluating/Creating)				
a)	“The procedure of testing hypothesis requires a researcher to adopt several steps”. Describe in brief all such steps.	10	6	5
b)	Explain the meaning of a research design. Discuss important concepts related to research design.	10	6	5