



BIJU PATNAIK UNIVERSITY OF TECHNOLOGY, BHUBANESWAR
2ND SEMESTER (BATCH 2019-21)

CLASS TEST – I

SUB : BUSINESS RESEARCH (18 MBA 204)

Time : 1.5 hours

Full Mark : 30

Q1. Answer all. Compulsory

[1X10=10]

- a) Define Extraneous Variable.
- b) What is Semantic Differential Scale?
- c) What is sampling?
- d) Explain Null Hypothesis.
- e) Define Stratified Sampling.
- f) Explain two characteristics of Hypothesis.
- g) Explain two merits of Questionnaire Method.
- h) What is the Level of Significance?
- i) Define Type I and Type II error.
- j) If population size (N) = 150 and sample size (n) = 30, then find population correction factor.

Q2. Answer any two of the following :

[5X2=10]

- a) Write objectives of research.
- b) Discuss the types of research.
- c) Distinguish between a questionnaire and a schedule.

Q3. Answer any one of the following:

[10 Marks]

- a) Define research design. What are the significant elements of a research design? Illustrate with examples.
- b) Discuss Likert Scale, Guttman Scale, Thurstone Scale and Stapel Scale with examples.

BIJU PATNAIK UNIVERSITY OF TECHNOLOGY, BHUBANESWAR
2ND SEMESTER (BATCH 2018-20)
CLASS TEST – I

SUB : BUSINESS RESEARCH (18 MBA 204)

Time : 1.5 hours

Full Mark – 30

Q.1. Answer all the questions

[10x1=10]

- What is Likert scale ?
- What is the difference between primary data and secondary data ?
- What is the snow ball sampling ?
- What is Bibliography and its importance in research?
- Define Ratio scale ?
- Distinguish between open ended and close ended questions ?
- What is Focused interview ?
- What is Pilot Survey ?
- What do you mean by Hypothesis ?
- What do you mean by pre-testing questionnaire ?

Q.2. Answer any two.

[2x5=10]

- Discuss precisely attitude measurement techniques with practical examples ?
- What are the guiding considerations in the construction of Questionnaire ?
- Critically differentiate exploratory and descriptive research design ?

Q.3. Case study (Compulsory)

[10]

After having been swamped by a virtual Chinese invasion, Indian toymakers have begun to realize that they must fight back to regain the domestic market they lost to the dragon kingdom. Even in the export market, India's toy exports at around Rs.1.3 billion (\$29.2 million) where, however, a far cry from the Chinese dominance globally. They realize that on account of tough competition from China, complete recovery would take quite some time, say up to three years. This is because the Chinese challenge was so strong that at one time it led to panic and closure of Indian toy factories.

No doubt, there is an ambitious programme to promote the toy industry. There is a joint project amounting to \$ 2.2 million by the National Programme of Development of Toy Industry, the Ministry of Small Scale Industries and the Toy Association of India. This, of course, has been helpful to some extent in improving the quality and design of toys. However, there is an increasing realization among the toy-manufacturers that while production is being taken care of by the above-mentioned joint project, some effective steps need to be taken in marketing the toys. For this it is necessary to have detailed information from consumers. Since the Indian toy manufacturers are scattered all over the country and are mostly operating on a small scale, they think that the best course is to approach the Toy Association of India to undertake a detailed survey to collect the desired information. The Toy Association of India has agreed with this suggestion and is now negotiating with a couple of marketing research agencies to submit a research proposal.

Question :

Assuming yourself as a senior member of a marketing research agency, prepare a research proposal for consideration of the Toy Association of India. Your proposal should specify the type of information to be collected, sample design and sample size to be used and the extent of challenge from imported toys. The main emphasis should be to revive and enlarge the domestic market as also to capture a greater share in the overseas markets.

-Best of Luck-



BIJU PATNAIK INSTITUTE OF IT & MANAGEMENT STUDIES

2nd SEMESTER (BATCH 2017-19)

CLASS TEST - I

BUSINESS RESEARCH METHODS (MNG-201)

Total Marks : 30

Time: 1½ Hours

(Answer as per the instruction given in each question)

I. Answer all the Questions [1X10=10]

1. What is exploratory research design?
2. What is the difference between primary data and secondary data?
3. What is the difference between stratified sampling and cluster sampling?
4. What is Bibliography and its importance in research?
5. What is Parameter?
6. Distinguish between open ended and close ended questions?
7. Distinguish between census survey and sample survey?
8. Distinguish between SRSWR and SRSWOR?
9. Distinguish between null and alternative hypothesis?
10. What is research design?

II. Answer any two of the following [2X5=10]

1. What is Sample design? Discuss different types of sample design?
2. Discuss different types of research?
3. Distinguish between exploratory and descriptive research design?

III. Answer any one of the following [10x1=10]

1. Elaborate the research process?
2. Discuss different types of research design?



BIJU PATNAIK INSTITUTE OF IT & MANAGEMENT STUDIES

2nd SEMESTER (BATCH 2016-18)

CLASS TEST - I

BUSINESS RESEARCH METHODS (MNG-201)

Total Marks : 30

Time: 1½ Hours

(Answer as per the instruction given in each question)

I. Fill in the blanks

[5x2=10]

1.is statistical measure computed from sample data and----- is a statistical measure computed from population data.
2. Publications by research institute are source of data and daily production report is a data.
3.sampling method is adopted when population nature is heterogeneous andsampling method is used in statistical quality control.
4. research design is ideal to develop new ideas and Professor R. A. Fisher is associated with research design.
5. Rejection of a true hypothesis leads to error and acceptance of a false hypothesis leads to error.

II. Answer any two of the following

[2X5=10]

1. What is the difference between Stratified sampling and Cluster sampling?
2. Distinguish between Qualitative and Quantitative research.
3. Discuss different types of research design.

III. Answer any one of the following

[1X10=10]

1. What is research process ? Discuss different stages of research process.
2. What do you mean by research design? Explain the features of research design and types of research design.



BIJU PATNAIK INSTITUTE OF IT & MANAGEMENT STUDIES

2nd SEMESTER (BATCH 2015-17)

CLASS TEST - I

BUSINESS RESEARCH METHODS (MNG-201)

Total Marks : 30

Time: 1½ Hours

(Answer as per the instruction given in each question)

1. Answer all the question.

[10X1=10]

- a) What is Hypothesis?
- b) Define business research.
- c) Discuss two differences between validity and reliability.
- d) State the meaning of snowball sampling?
- e) Explain continuous and categorical variables.
- f) What do you mean by experience survey?
- g) What are different types of scaling techniques?
- h) Give a difference between primary & secondary data.
- i) Define extraneous variable.
- j) What is pilot survey?

2. Write short notes on the following any two

[5X2=10]

- a) Exploratory research design.
- b) Descriptive research design.
- c) A manager of a department store would like to study women's spending per year on cosmetics. He is interested in knowing the population proportion of women who purchase their cosmetics primarily from his store. If he wants to have a 90% confidence of estimating the true proportion to be within 0.045, what sample size needed?

Answer any one of the following

[1X10=10]

3. What is research design? Discuss the process of different types of research design with example?
4. Briefly describe the different steps involved in a research process.
