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## MASTER OF BUSINESS ADMINISTRATION (M.B.A.) EXAMINATION: DECEMBER- 2023 SEMESTER - II

**Sub: Business Research Methodology (MBA201)** 

Date:	21/12 /2023	Total marks: 60	Time: 2.00 pm To 4.30	pm
		SECTION – I		
Q. 1.	Fill in the blanks.			(5)
1.	Research methodology is a			
	a) Science	b) Method		
	c) Invention	d) course		
2.	research in applicable to phenomena that are measurable so that they an expressed in terms of quantity.			
	a) Quantitative research	b) qualitative research		
	c) ) Analytical research	d) Empirical research		
3.	The variable which has the effect on another variable is called			
	a) Extraneous variables	b) ) Dependent variable		
	c) Independent variable	d) trigonometric variable	es	
4.	consists of classification, tabulation& coding.			
	a) processing of data	b) preparation of report		
	c) ) Interpretation of data	d) Collecting of data		
5.	helps in making comparison and drawing inference from data.			
	a) Tabulation	b) Classification		
	c) Coding	d) Decoding		
<b>Q. 2.</b> 1.	Answer the following. (Any Two) What is a questionnaire? Write types of questions with example.		(20)	
2.	What is Secondary data? What are the sources of secondary data collection?			
3.	Explain in detail contents of a research report.			
4.	Define Hypothesis. Write types of hypothesis. Explain various sources to framehypothesis.			
Q. 3.	Write notes on. (Any Two)			(10)
1.	Types of scales			` /
2.	Classification			
3.	Importance and need of tabulatio	on		

#### SECTION - II

#### Q. 4. Case Study (15)

Frame the Questionnaire to collect the data for the Census 2025 ,India .Have the variables Head of the Family, Name ,No. of members in family ,type of family – joint or nuclear ,birthdates ,age, gender ,education ,status – job ,retire ,student ,Payment – scale or in classes ,investment types ,Medical Insurance .frame at least 15 questions . Write questions. Use different types of question .

### Q. 5. Answer the following:

(10)

a) What is Sampling? Write types of sampling with example.

OR

b) Define Research Design? Which steps have to follow in research design?