

COER University**END SEMESTER EXAMINATION, EVEN SEM 2022-23**

Time : 3 hours

Program Name : MBA

Course Name : Research Methodology

Total Marks : 100

Semester : II

Course Code : MBA206

Note: All questions are compulsory. No student is allowed to leave the examination hall before the completion of the time.

Q. No 1	Attempt Any Four Parts. Each Question Carries 5 Marks.	CO	BL
(a)	What do you mean by business research?	CO 1	1
(b)	Name the steps involved in the research process.	CO 1	1
(c)	Differentiate between qualitative and quantitative research.	CO 1	1
(d)	What is exploratory research design?	CO 1	1
(e)	Define a research problem and discuss its characteristics.	CO 1	1

Q. No 2	Attempt Any Four Parts. Each Question Carries 5 Marks.	CO	BL
(a)	Describe the criteria required for a good research.	CO 2	2
(b)	Why editing of data is necessary while processing the data? Explain.	CO 2	2
(c)	Recognize the importance of sample design.	CO 2	2
(d)	Recognize the importance of choosing an appropriate research design for a study.	CO 2	2
(e)	State the advantages of using an experimental research design.	CO 2	2

Q. No 3	Attempt Any Four Parts. Each Question Carries 5 Marks.	CO	BL
(a)	Define Questionnaire and its importance in research.	CO 3	3
(b)	Discuss in detail the research process.	CO 3	3
(c)	Describe the principles of designing questionnaire.	CO 3	3
(d)	What are the pros and cons of survey method?	CO 3	3
(e)	Explain the functions of a questionnaire.	CO 3	3

Q. No 4	Attempt Any Two Parts. Each Question Carries 10 Marks.	CO	BL
(a)	Generalize the advantages of using probability sampling techniques in research studies.	CO 4	3,4
(b)	Discuss the various methods of research?	CO 4	3,4
(c)	Describe the importance of sample size. Also mention its determinants.	CO 4	3,4

Q. No 5	Attempt Any Two Parts. Each Question Carries 10 Marks.	CO	BL
(a)	Examine the importance of Hypothesis testing in research.	CO 5	5
(b)	What do you mean by research report? What are the various aspects that have to be checked at the time of finalization of report?	CO 5	5
(c)	Explore the process of conducting a hypothesis test and identify the potential for Type I and Type II errors.	CO 5	5

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