R.N.G.PATEL INSTITUTE OF TECHNOLOGY-RNGPIT
(An Autonomous College U/s UGC Act 1956)

MBA SEMESTER - II, SEMESTER END EXAMINATION – SUMMER 2025

Subject Code: 1MB1202   **Date: 03-06-2025**
Subject Name: RESEARCH METHODOLOGY
Time: 09:00 AM to 12:00 PM   **Total Marks: 70**

Instructions

1. It is **compulsory** for students to write **Enrolment No. /Seat No.** on the question paper.
2. Write answers of **Section A** and **Section B** in **separate answer books**.
3. Attempt all questions from both **Section A** and **Section B**.
4. Each section carries **35 marks**, with a total of **70 marks** for the examination.
5. The figures to the right of each question indicate full marks, make suitable assumptions with justification.
6. BL - Bloom's Taxonomy Levels (R-Remember, U-Understanding, A –Application, N –Analyze, E – Evaluate, C -Create), CO - Course Outcomes.

SECTION A

	Marks	BL	CO
Q.1 Multiple-Choice Questions	**[05]**		
(a) Which of the following is NOT a type of business research?	1	U	1

    (i) Exploratory   **(ii)** Descriptive

    (iii) Operational   **(iv)** Causal

	Marks	BL	CO
(b) The term 'business research' primarily refers to research in:	1	U	1

    (i) Areas influencing business decisions   **(ii)** Political decision-making

    (iii) Marketing and advertising only   **(iv)** Engineering and design

	Marks	BL	CO
(c) Which research design is used when little is known about a phenomenon?	1	A	2

    (i) Descriptive   **(ii)** Exploratory

    (iii) Causal   **(iv)** Analytical

	Marks	BL	CO
(d) A causal research design is mainly used to:	1	A	2

    (i) Investigate unknown variables   **(ii)** Test hypotheses about cause and effect

    (iii) Explore correlations   **(iv)** Understand consumer emotions

(e) Which scale allows for the absolute comparison of quantities (like zero income)?   **1**   **A**   **2**

     (i) Nominal   **(ii)** Ordinal

     (iii) Interval   **(iv)** Ratio

Q.2   **Attempt Any Two**   **[10]**

(a) Explain significance of business research in decision making.   **5**   **U**   **1**

(b) How do you define a research problem? Give three examples to illustrate your answer.   **5**   **U**   **1**

(c) Briefly describe the different steps involved in a research process.   **5**   **U**   **1**

Q.3   **Attempt Any Two**   **[10]**

(a) State levels of measurement scale. Explain each level in brief.   **5**   **A**   **2**

(b) Explain the types of research designs.   **5**   **A**   **2**

(c) State and explain types of data.   **5**   **A**   **2**

Q.4   **Attempt Any Two**   **[10]**

(a) Explain the role of research questions and objectives on guiding research study.   **5**   **U**   **1**

(b) Differentiate between exploratory, descriptive and casual research design.   **5**   **A**   **2**

(c) State the sampling design and briefly discuss each.   **5**   **A**   **2**

SECTION B

			Marks	BL	CO

Q.5 **Multiple-Choice Questions** **[05]**

(a) Which of the following is a measure of central tendency? **1 A 3**

    (i) Range   (ii) Variance

    (iii) Mean   (iv) Standard Deviation

(b) Which test is used to compare the means of two related (paired) groups? **1 U 3**

    (i) Independent t-test   (ii) One-way ANOVA

    (iii) Paired t-test   (iv) Chi-square test

(c) What is the main purpose of a research proposal? **1 U 3**

    (i) To summarize the final research findings   (ii) To propose future studies after research completion

    (iii) To outline the plan and purpose of the proposed research   (iv) To conduct data analysis

(d) The purpose of citations in research writing is to: **1 U 4**

    (i) Make the report longer   (ii) Acknowledge sources and avoid plagiarism

    (iii) Confuse readers   (iv) Advertise the authors

(e) When comparing observed frequencies to expected frequencies, which test is most appropriate? **1 A 4**

    (i) T-test   (ii) Chi-square test

    (iii) Regression   (iv) ANOVA

Q.6 **Attempt Any Two** **[10]**

(a) Explain the three measures of central tendency with suitable examples. **5 R 3**

(b) Describe how a T-test is used in statistical analysis. **5 R 3**

(c) Discuss the advantages and disadvantages of using Median and Mode in data analysis. **5 R 3**

Q.7 **Attempt Any Two** **[10]**

(a) Explain the steps involved in writing a research proposal with relevant example. **5 R 3**

(b) Why are citations and bibliographies important in academic writing? Explain with examples.   **5**   **A**   **4**

(c) Describe the structure of a standard research report. Explain any three sections ideally include?   **5**   **R**   **3**

Q.8   **Attempt Any Two**   **[10]**

(a) Discuss the importance of methodology in a research report. What should be included in this section?   **5**   **A**   **4**

(b) Explain the importance of the Review of Literature in research.   **5**   **R**   **4**

(c) Differentiate between Parametric and Non-parametric tests with suitable examples.   **5**   **A**   **4**

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