

R.N.G.PATEL INSTITUTE OF TECHNOLOGY-RNGPIT*(An Autonomous Institute U/s UGC Act 1956)***MBA SEMESTER-II, SEMESTER END EXAMINATION – WINTER 2025****SUBJECT CODE:1MB1202****DATE: 20-01-2026****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 best defines 'research'? **1 U 1**
- (i) A systematic investigation to establish facts
- (ii) An informal collection of data
- (iii) A random search for information
- (iv) An unstructured exploration of ideas
- (b) Which type of research design is primarily concerned with exploring new areas where little information is available? **1 A 1**
- (i) Descriptive
- (ii) Exploratory
- (iii) Causal
- (iv) Experimental
- (c) Which sampling method ensures that every member of the population has an equal chance of being selected? **1 U 2**
- (i) Convenience Sampling
- (ii) Judgment Sampling
- (iii) Simple Random Sampling
- (iv) Quota Sampling
- (d) Which research design aims to determine the cause-and-effect relationship between variables? **1 U 2**
- (i) Exploratory
- (ii) Descriptive
- (iii) Causal
- (iv) Qualitative

1 A 1

(e) Which of the following is the correct sequence in the initial phase of the business research process?

- | | |
|--|--|
| (i) Hypothesis formulation →
Research question → Problem
statement → Problem ide | (ii) Research question → Hypothesis
formulation → Problem identification
→ Problem statement |
| (iii) Problem identification → Problem
statement → Research
questions/objectives → Hypothesis
formulation | (iv) Research objectives → Hypothesis
formulation → Problem statement →
Problem identification |

Q.2 Attempt Any Two

[10]

- | | | | |
|--|---|---|---|
| (a) Define 'business research' and explain its significance in decision-making processes. | 5 | A | 1 |
| (b) Explain research process in detail. | 5 | R | 1 |
| (c) Discuss the importance of a well-formulated problem statement in the research process. | 5 | R | 2 |

Q.3 Attempt Any Two

[10]

- | | | | |
|---|---|---|---|
| (a) Draw the charts of the research process. | 5 | U | 2 |
| (b) Explain the role of research questions and objectives in guiding a research study | 5 | A | 2 |
| (c) Explain the four levels of measurement scales. | 5 | U | 1 |

Q.4 Attempt Any Two

[10]

- | | | | |
|--|---|---|---|
| (a) What are the types of research? Explain them in detail | 5 | R | 1 |
| (b) Differentiate between exploratory, descriptive, and causal research designs. | 5 | A | 1 |
| (c) What are the different types of data in research? Provide examples for each type | 5 | U | 2 |

SECTION B

Marks BL CO

Q.5 Multiple-Choice Questions

[05]

- (a) What is the first step in the research process? 1 U 1
- (i) Data analysis (ii) Research report writing
(iii) Research proposal (iv) Drawing conclusions
- (b) Which part of the research report includes references used? 1 U 1
- (i) Review of Literature (ii) Conclusion
(iii) Data Analysis (iv) Bibliography
- (c) The most frequently occurring value in a dataset is called: 1 R 1
- (i) Mean (ii) Median
(iii) Mode (iv) Range
- (d) A t-test is considered a: 1 U 2
- (i) Non-parametric test (ii) Parametric test
(iii) Chi-square test (iv) Correlation test
- (e) The Chi-square test is primarily used for: 1 U 2
- (i) Comparing means of two groups (ii) Testing relationships between categorical variables
(iii) Analyzing variance among multiple groups (iv) Measuring correlation between variables

Q.6 Attempt Any Two

[10]

- (a) What are the key principles to be followed while designing a good questionnaire? 5 A 1
- (b) Explain the concept of measures of central tendency with the help of examples. 5 R 1
- (c) Explain the use of One-Way ANOVA in comparing more than two groups. 5 U 2

Q.7 Attempt Any Two

[10]

- (a) What are the essential components of a research proposal? Explain 5 R 1
- (b) What is the purpose of including a Review of Literature in a research report? 5 U 1

(c) What is correlation and regression analysis? Explain with the help of example 5 A 2

Q.8 Attempt Any Two

[10]

(a) What is a T-test? Differentiate between independent and paired T-tests and state where they are applied. 5 R 1

(b) Differentiate between parametric and non-parametric tests. 5 A 1

(c) What do you understand by measures of dispersion? 5 R 2
