

**BIRLA INSTITUTE OF TECHNOLOGY, MESRA, RANCHI  
(END SEMESTER EXAMINATION)**

**CLASS: MBA/PRE-PHD  
BRANCH: MANAGEMENT**

**SEMESTER : I  
SESSION : MO/2022**

**SUBJECT: MT411 BUSINESS RESEARCH**

**TIME: 3:00 Hours**

**FULL MARKS: 50**

**INSTRUCTIONS:**

1. The question paper contains 5 questions each of 10 marks and total 50 marks.
  2. Attempt all questions.
  3. The missing data, if any, may be assumed suitably.
  4. Before attempting the question paper, be sure that you have got the correct question paper.
  5. Tables/Data hand book/Graph paper etc. to be supplied to the candidates in the examination hall.
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- Q.1(a) An MNC is planning to revise the compensation plan for its employees to boost their productivity. You are hired by the company to undertake research and suggest suitable compensation models to the company. Develop the problem statement and hypotheses for the research work. (CO1) (BL6) [5]
- Q.1(b) Differentiate between quantitative and qualitative research. (CO1) (BL4) [5]
- Q.2(a) What are dependent and independent variables in research? Explain with suitable examples. (CO2) (BL2) [5]
- Q.2(b) Discuss the research design you will be using for the research work as given in Q. No 1 (a). (CO2) (BL3) [5]
- Q.3(a) What is secondary data? Discuss various sources of secondary data. (CO3) (BL2) [5]
- Q.3(b) Briefly explain different types of non-probability sampling methods with relevant examples. (CO3) (BL2) [5]
- Q.4 Discuss different types of measurement scales. Which measurement scale you will be using for collecting data for the research work in Q.No 1 (b). Justify your selection. (CO4) (BL5) [10]
- Q.5(a) What are key components of a research report? Explain (CO5) (BL2) [5]
- Q.5(b) What is ANOVA? How is ANOVA used in solving managerial problems? (CO5) (BL5) [5]

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