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

CLASS: MBA/PRE-PHD   SEMESTER : I
BRANCH: MANAGEMENT   SESSION : MO/2023

SUBJECT: MT411R1 BUSINESS RESEARCH

TIME: 3 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.

			CO	BL
Q.1(a)	A reputed western university is planning to start its operations in India. You have been hired by the university to undertake research among school students to find out its acceptance in Indian higher education sector. You are required to explain the research objectives, research problem and the entire research process in brief.	[5]	1,2	3
Q.1(b)	Differentiate between quantitative and qualitative research with suitable examples.	[5]	1	4
Q.2	Which research design you will be using for the research work as specified in Q.1(a)? Justify your selection with appropriate reasons.	[10]	2	5
Q.3(a)	Suggest the sampling method you will be using for research work as specified in Q.1(a)? Justify your selection with appropriate reasons.	[10]	3	5
Q.4(a)	What do you understand by Likert scale? Explain the process of developing Likert scale.	[5]	4	2
Q.4(b)	Discuss in brief different types of measurement scales (levels of measurement).	[5]	4	2
Q.5(a)	What is ANOVA? Briefly explain use of ANOVA in solving managerial problems.	[5]	5	3
Q.5(b)	Briefly explain the contents of a research report.	[5]	5	2

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