

Plot No. 2, Knowledge Park-III, Greater Noida (U.P.) –201306

**POST GRADUATE DIPLOMA IN MANAGEMENT (2023-25)**  
**MID TERM EXAMINATION (TERM -III)**

Subject Name: **Research Methods in Business**

Time: **1 Hour**

Sub. Code: **PG31**

Max Marks: **20**

**Note: All questions are compulsory. Section A carries 10 multiple choice questions of 1 mark each; Section B carries 10 marks having 2 questions.**

**Instructions: Don't write anything on the question paper except your Roll Number. All answers have to be written in the answer sheet provided.**

**Kindly write the all the course outcomes as per your TLEP in the box given below:**

COs	Statement of Course Outcomes	Bloom's Taxonomy
CO-1	Understand the basic concepts and framework of research process	Understand-L-2
CO-2	Examine the different ways of data collection and construct survey questionnaire	Create- L-6
CO-3	Differentiate between probability and non-probability sampling techniques	Analyze-L-4
CO-4	Analyze and apply parametric and non-parametric tests using SPSS	Apply-L-3, Analyze L-4

**SECTION – A**

Attempt all questions. All questions are compulsory.

**1×10= 10 Marks**

Questions	CO	Bloom's Level
<p>Q1) Fundamental research reflects the ability to:</p> <p>(A) Synthesize new ideals</p> <p>(B) Expound new principles</p> <p>(C) Evaluate the existing material concerning research</p> <p>(D) Study the existing literature regarding various topic</p> <p>Q2) Research is:</p> <p>(A) Searching again and again</p> <p>(B) Finding a solution to any problem</p> <p>(C) Working in a scientific way to search for the truth of any problem</p> <p>(D) None of the above</p> <p>Q3) Which of the following is the first step in starting the research process?</p> <p>(A) Searching sources of information to locate the problem.</p> <p>(B) Survey of related literature</p> <p>(C) Identification of the problem</p> <p>(D) Searching for solutions to the problem</p> <p>Q4) Action-research is:</p> <p>(A) An applied research</p> <p>(B) A research carried out to solve immediate problems</p> <p>(C) A longitudinal research</p> <p>(D) All the above</p>	1	L1

Q5) What is the purpose of a research hypothesis?

- A) To summarize the research findings
- B) To explain the research methodology
- C) To predict the outcome of the research
- D) To describe the research participant

Q6) What is a dependent variable in a research study?

- A) A variable that is manipulated by the researcher
- B) A variable that is not affected by other variables
- C) A variable that is measured or observed in response to the independent variable
- D) A variable that is controlled by the research participants

Q7) Match List-I and List-II

List I	List II
A. Nominal	I Classification and order
B. Ordinal	II Classification, order and equal units
C. Interval	III Classification, order, equal units and absolute zero
D. Ratio	IV Classification only

- A) A-IV, B-II, C-III, D-I
- B) A-II, B-I, C-IV, D-III
- C) A-III, B-II, C-IV, D-I
- D) A-IV, B-I, C- II, D-III

Q8) At what point in the research process is it most useful to conduct a literature review?

- A) Start when first outlining the research and update it throughout the data collection
- B) After specifying the mapping sentence for the research study
- C) Start when formulating the research question and update it until you submit a report of the research
- D) Before outlining the research question

Q9) One column in a data table is the employee's designation (e.g. CEO, Manager, Supervisor). What level of measurement is used here?

- A) Nominal
- B) Ordinal
- C) Interval
- D) Ratio

Q10) Which of the following variables can be measured in nominal scale?

- A) Gender
- B) Colour
- C) Income
- D) Tax Revenue

**SECTION – B**

All questions are compulsory

**5x2 = 10 Marks**

<b>Questions</b>	<b>CO</b>	<b>Bloom's Level</b>
<p>Q11) A marketing manager of consumer non-durables, say a premium soap, is in the process of a sample survey to highlight the perception of the consumers on the product and to identify various important features which influences the buying behaviour of the product. He will be conducting the survey in a few cities and towns using a few sample respondents in each city and town. He is in the process of formulating the questionnaire. He wants to complete the survey in a short period of time.</p> <p>1) Formulate a questionnaire to achieve the two objectives 2) Will he go for a pretesting of the questionnaire? Which mode will be preferable for him to collect the information?</p>	2	L6

Kindly fill the total marks allocated to each CO's in the table below:

<b>Question Number</b>	<b>COs</b>	<b>Bloom's Taxonomy Level</b>	<b>Marks Allocated</b>
<b>Q. 1</b>	<b>CO1</b>	<b>Understand L-2</b>	<b>10 marks</b>
<b>Q. 2</b>	<b>CO2</b>	<b>Create L-6</b>	<b>10 marks</b>