


<b>Name:</b>  <b>Enrolment No:</b>		
<b>UNIVERSITY OF PETROLEUM AND ENERGY STUDIES</b> <b>Online End Semester Examination, May 2021</b>		
<b>Course: Business Research Methods</b> <b>Program: MBA Digital Business and Business Analytics</b> <b>Course Code: DSRM 7002</b>		<b>Semester: II</b> <b>Time 03 hrs.</b> <b>Max. Marks: 100</b>
<b>SECTION A</b> <b>1. Each Question will carry 5 Marks</b> <b>2. Instruction: Complete the statement / Select the correct answer(s)</b>		
<b>S. No.</b>	<b>Questions</b>	<b>CO</b>
Q1	What are the two types of business research?	CO1
Q2	According to Herbert A. Simon, decision-making involves three activities. Identify the third activity.  a) Intelligence b) Designing c) ??????	CO2
Q3	Name the five factors that affect managerial decisions?	CO3
Q4	What do you mean by focus group interviews?	CO3
Q5	The three non-probability sampling techniques are _____, _____ and _____.	CO1
Q6	Which of the below isn't a characteristic of a good sample? Identify the three.  a) Goal oriented b) Economical c) Practical d) Difficult to obtain e) Skewed f) Biased	CO4
<b>SECTION B</b> <b>1. Each Question will carry 10 Marks</b> <b>2. Instruction: Write short or Brief Notes</b>		
Q7	What are the five probability sampling techniques? Explain each in brief.	CO2
Q8	What are the five types of methods available to conduct exploratory research?	CO4
Q9	Differentiate between qualitative study vs quantitative study vs mixed-method study.	CO4
Q10	Differentiate between applied research and pure or fundamental research?	CO3
Q11	How do we conduct a literature review? Explain the steps.	CO4

	OR What is z-test and t-test? When do we use each test?	
<b>SECTION C</b> <b>1. Each Question will carry 20 Marks</b> <b>2. Instruction: Write long answers</b>		
Q12	What is the significance or importance of studying business research methods before joining an industry? Explain in no more than 500 words.  OR  Draw the diagram of the entire research process and label it correctly.	CO4