QP Code: R252D003	Reg.					AR-23/24		
	No							

GANDHI INSTITUTE OF ENGINEERING AND TECHNOLOGY UNIVERSITY, ODISHA, GUNUPUR (GIET UNIVERSITY)



M.B.A. (Second Semester) Regular/Supplementary Examinations, May – 2025 **23MBAPC12003– Research Methods for Managers** (MBA)

Time: 3 hrs Maximum: 60 Marks

(The figures in the right hand margin indicate marks.)

PART - A			$(2 \times 5 =$	$(2 \times 5 = 10 \text{ Marks})$			
. Answer <i>ALL</i> questions				CO#	Blooms Level		
Define Research Methodology				CO1	K1		
Explain the Qualitative data collection	ction methods			CO2	K2		
Describe Measurement Scaling				CO3	K2		
Discuss about type I error and type	e II error			CO4	K2		
Distinguish between references an	d bibliography			CO5	K4		
PART – B			(10 x 5	$(10 \times 5 = 50 \text{ Ma})$			
wer all the questions			Marks	CO#	Blooms Level		
. Define Business research,			5	CO1	K1		
. Explain Types of Research.			5	CO1	K2		
	OR	•					
· •	process and prin	nary purpose of the research	5	CO1	K4		
1	5	CO1	K2				
. Explain Methods of Data collect	5	CO2	K3				
. Discuss Sampling design method	5	CO2	K2				
	OR						
. Analyse Transforming Raw Data	5	CO2	K4				
. Explain Levels of Measurement	5	CO2	K2				
. Differentiate between Comparati	5	CO3	K4				
Describe the Scaling techniques				CO3	K2		
	OR	<u>.</u>					
. Explain the Types of hypothesis	testing.		5	CO4	K2		
. Describe the Hypothesis rejectio	n region		5	CO4	K2		
a. Analyse the variance of three different traffic routes is tested for mean driving				CO4	K3		
	_		3				
	•						
· · · · · · · · · · · · · · · · · · ·	Answer ALL questions Define Research Methodology Explain the Qualitative data collect Describe Measurement Scaling Discuss about type I error and type Distinguish between references and ART – B Ver all the questions Define Business research, Explain Types of Research. Analyse Main stages of research process Describe the Techniques of Define Explain Methods of Data collection Discuss Sampling design method Analyse Transforming Raw Data Explain Levels of Measurement Differentiate between Comparation Describe the Scaling techniques Explain the Types of hypothesis Describe the Hypothesis rejection Analyse the variance of three different routes. Traffic roots det	Define Research Methodology Explain the Qualitative data collection methods Describe Measurement Scaling Discuss about type I error and type II error Distinguish between references and bibliography IRT – B Ver all the questions Define Business research, Explain Types of Research. OR Analyse Main stages of research process and print process Describe the Techniques of Defining a Research Explain Methods of Data collection Discuss Sampling design methods OR Analyse Transforming Raw Data Into Information Explain Levels of Measurement Differentiate between Comparative Scales and not Describe the Scaling techniques OR Explain the Types of hypothesis testing. Describe the Hypothesis rejection region Analyse the variance of three different traffic rout time. The entries in the table are the driving tidifferent routes. Traffic roots details given below Route 1 Route 1	Answer ALL questions Define Research Methodology Explain the Qualitative data collection methods Describe Measurement Scaling Discuss about type I error and type II error Distinguish between references and bibliography IRT - B Ver all the questions Define Business research, Explain Types of Research. OR Analyse Main stages of research process and primary purpose of the research process Describe the Techniques of Defining a Research Problem. Explain Methods of Data collection Discuss Sampling design methods OR Analyse Transforming Raw Data Into Information role of coding and editing Explain Levels of Measurement Differentiate between Comparative Scales and non-comparative scales Describe the Scaling techniques OR Explain the Types of hypothesis testing. Describe the Hypothesis rejection region Analyse the variance of three different traffic routes is tested for mean driving time. The entries in the table are the driving times in minutes on the three different routes. Traffic roots details given below. Route 1 Route 1 Route 1	Answer ALL questions Define Research Methodology Explain the Qualitative data collection methods Describe Measurement Scaling Discuss about type I error and type II error Distinguish between references and bibliography RT - B Ver all the questions Define Business research, Explain Types of Research. OR Analyse Main stages of research process and primary purpose of the research process Describe the Techniques of Defining a Research Problem. Explain Methods of Data collection Discuss Sampling design methods OR Analyse Transforming Raw Data Into Information role of coding and editing Explain Levels of Measurement Differentiate between Comparative Scales and non-comparative scales Describe the Scaling techniques OR Explain the Types of hypothesis testing. Describe the Hypothesis rejection region Analyse the variance of three different traffic routes is tested for mean driving time. The entries in the table are the driving times in minutes on the three different routes. Traffic roots details given below. Route 1 Route 1	Answer ALL questions Define Research Methodology Explain the Qualitative data collection methods Describe Measurement Scaling Discuss about type I error and type II error Distinguish between references and bibliography CO5 ART - B TO6 TO7 Define Business research, Define Business research, Explain Types of Research OR Analyse Main stages of research process and primary purpose of the research process Describe the Techniques of Defining a Research Problem. Describe the Techniques of Defining a Research Problem. Explain Methods of Data collection Discuss Sampling design methods OR Analyse Transforming Raw Data Into Information role of coding and editing Explain Levels of Measurement Differentiate between Comparative Scales and non-comparative scales Describe the Scaling techniques OR Explain the Types of hypothesis testing. OR Explain the Types of hypothesis testing. Describe the Hypothesis rejection region Analyse the variance of three different traffic routes is tested for mean driving time. The entries in the table are the driving times in minutes on the three different routes. Traffic roots details given below. Route 1 Route 1 Route 1		

Route 1	Route 1	Route 1
30	27	16
32	29	41
27	28	22
35	36	31

Compute the statistic you would use to test whether the driving time is meeting the specification at the 5% significance level.

b. Differentiate between t-test & z-test 5 CO4 K4

OR

c.	Explain the Procedure of Two- Way ANOVA test	5	CO4	K2	
d.	Illustrate: A buyer buys the electrical bulbs, bought 50 bulbs of each of two	5	CO4	K3	
	brands. Open testing these bulb, he found that brand A had as mean life of 1282				
	hours with a Standard deviation 80 hours, whereas Brand B had a mean life of				
	1208 hours with standard deviation of 94 hours. Can the buyer be quite certain				
	that two brands do differ in quality? Level of Significance@ 5%				
6. a.	Describe Report writing format and structure	5	CO5	K2	
b.	Explain Types of Reports	5	CO5	K2	
OR					
c.	Explain the purpose of research report. What are various stages of report writing	10	CO5	K4	
	and explain criteria for good research report.				

End of Paper