

International Islamic University Chittagong

Department of Business Administration

Mid-Term Examination

Semester: Spring-2022

Program: BBA

Course Title: **Research Methodology in Business**

Time: 1.5 hours

Course Code: RES-4701

Full marks: 30

[Answer any three of the following questions. Figures in right margin indicate marks]

1.(a)	What do you mean by business research? Briefly describe the factors for determining whether research should be conducted.	3
(b)	“Research is much concerned with proper fact finding, analysis and evaluation.” Do you agree with this statement? Give reasons in support of your answer.	3
(c)	Explain the different steps involved in a research process.	4
2.(a)	“Research design in exploratory studies must be flexible but in descriptive studies, it must minimize bias and maximize reliability.” Discuss.	3
(b)	What are features of a good research design? Describe exploratory and causal research design.	4
(c)	Make a research proposal for studying on factors affecting loan default in Bangladesh.	3
3.(a)	Distinguish between i) Interval and ratio scales, and ii) Likert and Semantic Differential Scale.	4
(b)	Identify the following measurements by simple scales: (i) Matric number of students, (ii) Height of a tree, (iii) Positions of employees of a company, (iv) Number of class room, (v) Ranking of banks in respect of profit, and (vi) Political affiliation of a citizen.	3
(c)	Discuss the sources of error in measurement.	3
4.(a)	What are the objectives of a questionnaire? Compare a questionnaire with a schedule.	3
(b)	What is pre-testing of a questionnaire? Explain the advantages for pre-testing of a questionnaire.	3
(c)	Draft a questionnaire for specific consumers consisting of 10 important questions for collecting opinion for launching a new product in the market.	4