

(i) Printed Pages : 2

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(ii) Questions : 9

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Bachelor of Business Administration 4th Semester
(2053)

RESEARCH METHODOLOGY

Paper : BBA-223

Time Allowed : Three Hours]

[Maximum Marks : 80

Note :—(1) Attempt any four questions from Section–A.

(2) Attempt two questions each from Section–B and Section–C.

SECTION—A

1. (a) Explain objectives of research.
- (b) Explain the objectives of a good research design.
- (c) Write short note on Likert-type scales.
- (d) Explain the role of computers in business research.
- (e) Write short note on type I and type II errors.
- (f) Explain the importance of review of literature. 4×5

SECTION—B

2. Describe different types of research. Differentiate between an experiment and a survey.
3. Give your understanding of a good research design. Is single research design suitable in all research studies ? If not, why.?

4. "It is never safe to take published statistics at their face value without knowing their meaning and limitations." Elucidate this statement by enumerating and explaining the various points which you would consider before using any published data. Illustrate your answer by examples wherever possible.
5. Explain the role of ethics in business research. 2×15

SECTION—C

6. The table given below shows the data obtained during an epidemic of cholera.

	Attacked	Not attacked	Total
Inoculated	31	469	500
Not inoculated	185	1315	1500
Total	216	1784	2000

Test the effectiveness of inoculation in preventing the attack of cholera.

7. Based on field experiments, a new variety green gram is expected to give a yield of 12.0 quintals per hectare. The variety was tested on 10 randomly selected farmer's fields. The yield (quintals/hectare) were recorded as 14.3, 12.6, 13.7, 10.9, 13.7, 12.0, 11.4, 12.0, 12.6, 13.1. Do the results confirm the expectation ?
8. What do you mean by 'Sample Design' ? What points should be taken into consideration by a researcher in developing a sample design for this research project ?
9. Point out the important limitations of tests of hypotheses. What precaution the researcher must take while drawing inferences as per the results of the said tests ? 2×15