(i) Printed Pages: 2 Roll No. .....

(ii) Questions : 14 Sub. Code : 0 8 8 1

Exam. Code : 0 0 2 4

Bachelor of Business Administration 4th Semester

(2042)

RESEARCH METHODOLOGY

Paper—BBA-223

Time Allowed : Three Hours] [Maximum Marks : 80

Note :— (1) Attempt any ***four*** questions from Unit-A.

(2) Attempt ***two*** questions each from Unit-B and Unit-C.

UNIT—A

1. Write short note on one tailed and two tailed test.
2. Explain the main characteristics of a good research hypothesis.
3. Differentiate between parametric and non parametric tests.
4. Explain the importance of review of literature.
5. Explain the sources of errors in research.
6. Differentiate between qualitative and quantitative research.

5×4=20

UNIT—B

1. What are the main characteristics of research ? Briefly describe the main steps involved in a research.
2. Explain the meaning and significance of research design. Describe some of the important research designs used in experimental hypothesis-testing.

3. Enumerate the different methods of collecting data. Explain the merits and demerits of these methods.

4. What is the meaning of measurement in research ? What difference does it make whether we measure in terms of a nominal, ordinal, interval or ratio scale ? Explain giving examples. 2×15=30

UNIT—C

1. Explain the characteristics of a good sample. What are the main steps in sample design ?

2. Write a brief note on different types of analysis of data pointing out the significance of each.

3. Six coins were tossed 138 times and the following results were obtained :

No. of heads	0	1	2	3	4	5	6
Frequency	12	6	22	33	41	11	13

Are the coins biased ? Use Chi-square test.

4. A simple random sampling survey in respect of monthly earnings of skilled workers in two cities gives the following statistical information :

City	**Mean monthly earnings (Rs.)**	**Standard deviation of sample data of monthly earnings (Rs.)**	**Size of sample**
A	1575	55	200
B	1675	645	175

Test the hypothesis at 5 per cent level that there is no difference between monthly earnings of workers in the two cities.

2×15=30