

# END TERM EXAMINATION

FOURTH SEMESTER [BBA] NOVEMBER 2020

Paper Code: BBA-206

Subject: Research Methodology  
(Batch-2017 Onwards)

Time : 2 Hours

Maximum Marks :75

Note: Attempt three questions including Question No.1 which is compulsory. All questions carry equal marks.

- Q1 Define research, explain the scope of research in business by giving examples. How research help in effective decision making?
- Q2 Write short notes on following:
- (a) Ex post facto research
  - (b) Motivation in research
  - (c) Pilot survey
  - (d) Descriptive research
  - (e) Exploratory research
- Q3 Why is it important to define research problem appropriately? Explain in details the techniques involved in defining a research problem.
- Q4 What is the meaning of sample design? What points should be taken into consideration by a researcher in developing a sample design for research?
- Q5 What is semantic differential scale? For what purpose this scale is used? How is it different from stable scale? Which scale is more popular amongst these two and why?
- 6 Explain the following:
- (a) Acceptance and rejection region
  - (b) Level of significance
  - (c) Power of a test
  - (d) Chi-square test
  - (e) Type I and Type II errors
- "Report writing is more of an art that hinges upon practice and experience". Discuss.
- (a) What is bibliography? What is its significance in research?
  - (b) Explain the importance of oral presentation of research finding.

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