

# END TERM EXAMINATION

THIRD SEMESTER (BBA) JANUARY-2024

Paper Code: BBA-211

Subject: Business Research Methodology

Time: 3 Hours

Maximum Marks: 75

**Note: Attempt five questions in all including Q.no.1 which is compulsory.**

Q1 Answer any five from the followings:

(5×5=25)

- (a) Criteria of a good research
- (b) Extraneous Variables
- (c) Research Hypothesis
- (d) Systematic and Stratified Sampling
- (e) Differentiate between Panel data and Longitudinal Study
- (f) Thurstone Scale
- (g) Reliability and Validity of the Questionnaire
- (h) JEL Classification

Q2 Research is much concerned with proper fact-finding, analysis, and evaluation. Do you agree with this statement? Give reasons in support of your evaluation. (12.5)

Q3 The ministry of HRD wants to ascertain why young students do not select the Forensic Science as a career option in their Graduation or Post Graduation course.

- (a) How would you formulate a research problem to resolve the dilemma?
- (b) What would be the variables under the study?
- (c) How would you generate hypotheses for your study?

(12.5)

Q4 Explain the various scaling techniques in measuring the variables.

(12.5)

Q5 (a) State advantages and limitations of the questionnaire.

(6)

(b) Explain non probability sampling techniques in detail.

(6.5)

Q6 An Accountant wants to test the hypothesis that the proportion of incorrect transactions at four clients accounts is about the same. A random sample of 80 transactions of one client reveals that 21 are incorrect; for the second client, the number is 25 out of 100; for the third client, the number is 30 out of 90 and for the fourth, 40 are incorrect out of a sample of 110. Conduct a test at 5% LOS. (12.5)

(Chi Square Table Value at 5% LOS, DOF=3 is 7.815)

Q7 (a) What are the guidelines for effective report writing? Illustrate with suitable examples. (6.5)

(b) Explain role of computers in research

(6)

Q8 Write a short note on the following:

(12.5)

- (a) One tailed and Two Tailed Test
- (b) Type I and Type II Errors
- (c) ANOVA-Two Way

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