



POORNIMA UNIVERSITY, JAIPUR.
MID SEMESTER EXAMINATION 2020-21 (ODD Semester)

School : School of Commerce & Management
Course : II Year III SEM – BBA (All SPL)
Subject Name : Business Research
Subject Code : BBX03104_BBB03104_BBC03104

Max. Time: 1.5 hrs.

Max. Marks: 12

NOTE:- Attempt four questions. There is internal choice in Q. 1 & 2, Q. 3 & 4, Q. 5 & 6 & Q. 7 & 8.

Sec-A (CO 3) (Max. Marks-6)

Q.1	Describe and illustrate the procedure of selecting a random sample.	Marks (3)
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OR

Q.2	Discuss interview as a technique of data collection method using hypothetical case/problem	(3)
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Q.3	Under what circumstances stratified random sampling design is considered appropriate? How would you select such sample? Explain by means of an example	(3)
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OR

Q.4	Measure the methods of collecting data which is the most suitable for conducting enquiry regarding student development programme in Poornima University?	(3)
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Sec-B (CO 4) (Max. Marks-6)

Q.5	A sample of 600 persons selected at random from a large city gives the result that males are 53%. Is there reason to doubt the hypothesis that males and females are in equal numbers in the city? Use 5% level of significance.	(3)
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OR

Q.6	Why tabulation is considered essential in a research study? Narrate the characteristics of a good table	(3)
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Q.7	A sample of 900 members is found to have a mean of 3.47 cm. Can it be reasonably regarded as a simple sample from a large population with mean 3.23 cm. and standard deviation 2.31 cm.?	(3)
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OR

Q.8	“Processing of data implies editing, coding, classification and tabulation”. Describe in brief these four operations pointing out the significance of each in context of research study.	(3)
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