WEST BENGAL STATE UNIVERSITY
BBA Honours 6th Semester Examination, 2022

BBAACOR14T-BBA (CC14)

RESEARCH METHODOLOGY AND PROJECT WORK

Time Allotted: 1 Hour   Full Marks: 25

The figures in the margin indicate full marks.
Candidates should answer in their own words and adhere to the word limit as practicable.

GROUP-A

1. Answer any *five* questions from the following: 2×5 = 10

   (a) Mention two objectives of Research Methodology.

   (b) What do you mean by a parameter?

   (c) What is Primary Data?

   (d) What do you mean by sampling distribution?

   (e) What is meant by Interval Scale?

   (f) What is Alternative Hypothesis?

   (g) What is Type I Error?

   (h) What is power of a Test?

   (i) What do you mean by Level of Significance?

   (j) Define Nominal Scale.

   (k) Define Secondary Data.

   (l) How is the power of a test related to Type II error?

   (m) Mention two advantages of Sampling.

   (n) What is χ^2 Test?

   (o) What is Oral Presentation?

   (p) Define Standard Error.

GROUP-B

2. Answer any *three* questions from the following: 5×3 = 15

   (a) Briefly explain the difference between probabilistic sampling and non-probabilistic sampling. Give examples of each.

   (b) Briefly explain different types of Research Report.

(c) Discuss the features of good Research Studies.

(d) Briefly explain the sources of collecting Secondary Data.

(e) Explain the procedure of writing Bibliography.

(f) State the different techniques used for selection of Research Problem.

(g) Briefly explain the concepts of reliability and validity in research activities.

(h) Mention the features of Research Design.

(i) Briefly explain the role of computer and computer technology in modern research procedure.

(j) Briefly explain any three types of Parametric Tests.

N.B. : *Students have to complete submission of their Answer Scripts through E-mail / Whatsapp to their own respective colleges on the same day / date of examination within 1 hour after end of exam. University / College authorities will not be held responsible for wrong submission (at in proper address). Students are strongly advised not to submit multiple copies of the same answer script.*

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