

**B.B.A. SEM – IV (2015 CBCS COURSE) : SUMMER - 2018**  
**SUBJECT : RESEARCH METHODOLOGY**

Day : **Thursday**  
Date : **03/05/2018**

Time **10.00 AM TO 01.00 PM**  
Max. Marks : 100

**S-2018-1607**

**N.B.**

- 1) Attempt any **FOUR** questions from Section – I and any **TWO** questions from Section – II.
- 2) Answers to both the sections should be written in **SEPARATE** answer book.
- 3) Use of non-programmable calculator is allowed.

**SECTION – I**

- Q.1** Define research. Explain the importance of research in business. (15)
- Q.2** Why research report is important? State in detail the format of good research report. (15)
- Q.3** Explain various statistical methods used for analysis of data. (15)
- Q.4** Explain in brief, the various types of research design. (15)
- Q.5** Write short notes on **ANY THREE**: (15)
- a) Qualities of a good researcher
  - b) Types of research reports
  - c) Motives in research
  - d) Sources of secondary data.

**SECTION – II**

- Q.6** Explain various types of research in brief. (20)
- Q.7** What is primary data? Explain the primary and secondary data collection methods. (20)
- Q.8** An experiment was conducted to test the efficacy of chloromycetin in checking typhoid. In a certain hospital chloromycetin was given to 285 out of the 392 patients suffering from typhoid. The number of typhoid cases were as follows: (20)

	<b>Typhoid</b>	<b>No Typhoid</b>	<b>Total</b>
<b>Chloromycetin</b>	35	250	285
<b>No chloromycetin</b>	50	57	107
<b>Total</b>	85	307	392

With the help of  $\chi^2$  test the effectiveness of chloromycetin in checking typhoid.

(Given :  $\chi^2_{0.05}$  at 1 degree of freedom = 3.841).

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