

B.B.A. SEM – IV (2015 CBCS COURSE) : WINTER - 2017
SUBJECT : RESEARCH METHODOLOGY

Day : Wednesday
Date : 15/11/2017

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

W-2017-1531

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 and explain its characteristics in brief. (15)
- Q.2** What is Primary Data? Explain various primary data collection methods. (15)
- Q.3** What is processing of data? Explain in brief the various steps involved in processing of data. (15)
- Q.4** Describe in brief the layout of a research report covering all relevant points. (15)
- Q.5** Write short notes on **ANY THREE**: (15)
- a) Qualities of good researcher
 - b) Types of research report
 - c) Type I and Type II errors in hypothesis testing
 - d) Importance of research in business

SECTION – II

- Q.6** Explain in brief the various types of research. (20)
- Q.7** Discuss the various types of research design. (20)
- Q.8** On the basis of information given below about the treatment of 200 patients suffering from a disease, state whether the new treatment is comparatively superior to the conventional treatment. (20)

Treatment	No. of Patients	
	Favourable Response	No Response
New	60	20
Conventional	70	50

For drawing your inference, use the value of χ^2 for one degree of freedom at 5% level of significance, viz, 3.841.

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