

BACHELOR OF BUSINESS ADMINISTRATION (C.B.C.S.) (2015 COURSE)
B.B.A. Sem-IV : WINTER : 2021
SUBJECT: RESEARCH METHODOLOGY

Day : Wednesday
Date : 19-01-2022

W-13876-2021

Time : 02:00 PM-05:00 PM
Max. Marks: 100

NOTE:

- 1) Answer ANY FOUR questions from Section I. Each question carries 15 Marks.
- 2) Answer ANY TWO questions from Section II. Each question carries 20 Marks.
- 3) Answers to Both the sections to be written in SAME answer books.
- 4) Draw a labeled diagram WHEREVER necessary.
- 5) 10 Digit Basic calculator is allowed to use.

SECTION - I

Q.1) Answer the following: (15 Marks X 1 = 15 Marks)

Discuss the applications of research in functional areas of management.

Q.2) Answer the following: (15 Marks X 1 = 15 Marks)

Explain 'Measurement' in research. Discuss the different sources of errors in management.

Q.3) Answer the following: (15 Marks X 1 = 15 Marks)

What is significance of sample in research? Briefly discuss some most of the popular sample design used in research.

Q.4) Answer the following: (15 Marks X 1 = 15 Marks)

Explain the steps involves in processing of data.

Q.5) Write short notes on the following: Attempt ANY THREE (5 Marks X 3 = 15 Marks)

- a) Exploratory research design
- b) Type I and Type II Errors in hypothesis testing
- c) Likert Scale
- d) Use of statistical tools for analysis of data
- e) Bibliography and its importance in context of research report
- f) Role of Computers in Research

SECTION - I

Q.6) Answer the following: (20 Marks X 1 = 20 Marks)

How would you define business research? What are the major components of a good research study? Illustrate with a suitable example.

Q.7) Answer the following: (20 Marks X 1 = 20 Marks)

What do you mean by multivariate analysis? Explain how it is different from bivariate analysis.

Q.8) Answer the following: (20 Marks X 1 = 20 Marks)

An oil company has explored three different areas for possible oil reserves. The result of the test were as given below:

	Areas		
	A	B	C
Strikes	7	10	8
Dry Holes	10	18	9

Test using chi-square, whether the three areas have some potential at the 10% level of significance.
