

**BACHELOR OF BUSINESS ADMINISTRATION
FOURTH SEMESTER
RESEARCH METHODS
BBA-405**

Duration : 3 hrs.

Full Marks: 70

(PART-A: Objective)

Time : 20 min.

Marks : 20

Choose the correct answer from the following:

1X20=20

1. The Blue Print of research is known as _____
 - a. Questionnaire
 - b. Research Design
 - c. Sampling
 - d. Tabulation
2. Bibliography means _____
 - a. Foot Note
 - b. List of books refereed
 - c. Quotation
 - d. Biography
3. Portrayal of characteristics of a particular individual, situation, or group is a type of _____ research
 - a. Descriptive
 - b. Exploratory
 - c. Experimental
 - d. None of the above
4. Which one is called non-probability sampling?
 - a. Quota sampling
 - b. Cluster sampling
 - c. Systematic sampling
 - d. Stratified random sampling
5. Questions in which only two alternatives are possible is called
 - a. Multiple choice questions
 - b. Open ended questions
 - c. Dichotomous questions
 - d. Structured questions
6. What does the term 'longitudinal design' mean?
 - a. A study completed far away from where the researcher lives.
 - b. A study which is very long to read.
 - c. Study with two contrasting cases.
 - d. A study completed over a distinct period of time to map changes in social phenomena.
7. Final stage in the Research Process is
 - a. Problem formulation
 - b. Data collection
 - c. Data Analysis
 - d. Report Writing
8. Questionnaire is filled by _____
 - a. Respondent
 - b. Enumerator
 - c. Everybody
 - d. None of the above
9. The independent variable is also known as _____
 - a. Responding Variable
 - b. Manipulated Variable
 - c. Measured Variable
 - d. None of the above

10. Which of the following is the Objective of the Research?
- a. To become familiar with a phenomenon
 - b. To test a hypothesis of a causal relationship between variables
 - c. To determine the frequency with which something occurs or with it is associated with something else.
 - d. All of the above
11. The average value of the dataset is known as _____
- a. Mode
 - b. Mean
 - c. Frequency
 - d. None of the above
12. Selection of winner of a lottery is a type of _____ sampling
- a. Random
 - b. Quota
 - c. Purposive
 - d. Stratified
13. A hypothesis is a _____
- a. Tentative statement whose validity is still to be tested
 - b. Statement of fact
 - c. Supposition which is based on the past experiences
 - d. None of the above
14. The advantages of random sampling is that
- a. It is free from personal biases
 - b. It produces reasonably accurate results
 - c. It is an economical method of data. Collection
 - d. All of the above
15. Survey research methods come under
- a. Pre-empirical research methods
 - b. Experimental research methods
 - c. Descriptive research methods
 - d. All of the above
16. The chapter that details the way in which the research was conducted is the _____ chapter
- a. Research Methodology
 - b. Objective
 - c. Literature Review
 - d. Findings
17. Raw data is known as _____
- a. Primary Data
 - b. Secondary Data
 - c. Qualitative Data
 - d. All of the above
18. Advantage of Observation method :
- a. Directness
 - b. Lack of control
 - c. Presence of a stranger
 - d. All of the above
19. Schedule is filled in by _____
- a. Respondent
 - b. Enumerator
 - c. Field worker
 - d. None of the above

20. _____ is the process of assigning some symbols (either) alphabetical or numerals or (both) to the answers of the respondents
- a. Editing
 - b. Reporting
 - c. Coding
 - d. Analyzing

(PART-B : Descriptive)

Time: 2 HRS 40 MINS

Marks : 50

[Answer question no.(1) & any four (4) from the rest]

1. What is Research? Discuss the different types of research design? 4+6=10

2. What is Business Research? What are the steps in research process? 3+7=10

3. What is Data? What are its two types? How do you differentiate between a census survey & a sample survey? 2+4+4=10

4. What is graphical representation? Discuss briefly about different statistical techniques of data analysis. 3+7=10

5. What is Sampling Design? Discuss the steps of sampling design 4+6=10

6. Discuss the different types of probability sampling along with the merits and demerits. 10

7. What is a questionnaire? Discuss the steps involved in designing of a questionnaire. 3+7=10

8. Write short note : 5+5=10
 - a) Methods of Data Collection
 - b) Nature & Scope Research Methodology

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