Bachelor of Business Administration 4th Semester

1059

RESEARCH METHODOLOGY

Paper–BBA-223

Time Allowed : 3 Hours]   **[Maximum Marks : 80**

Note :— Attempt any **4** questions from Section–A and **2** questions each from Section–B and Section–C.

SECTION–A

1. Differentiate between a questionnaire and a schedule.

2. A sample of 10 is drawn randomly from a certain population. The sum of the squared deviations from the mean of the given sample is 50. Test the hypothesis that the variance of population is 5 at 5 percent level of significance.

3. Find the value of χ^2 for the following information :

Class	A	B	C	D	E
Observed frequency	8	29	44	15	4
Expected frequency	7	24	38	24	7

4. What is the importance of Review of Literature in research ?

5. Write notes on :

   (a) Null Hypothesis

   (b) Alternate Hypothesis

6. How are computers used as a tool in research ? Explain giving examples. $4 \times 5 = 20$

SECTION—B

7. Write detailed notes on :

   (a) One tailed test and two tailed test

   (b) Type I error and Type II error

   (c) Acceptance region and rejection region. 15

8. Enumerate the different methods of collecting data. What are the guiding considerations in the construction of questionnaire ? Explain.

   15

9. Explain the meaning and significance of a Research design. 15

10. What is the meaning of measurement in research ? What difference does it make whether we measure in terms of nominal, ordinal, interval or ratio scale ? Explain giving examples. 15

SECTION—C

11. Write a brief note on different types of analysis of data pointing out the significance of each. 15

12. What do you mean by 'Sampling Design'? What is the criteria of selecting a sampling procedure ? 15

13. A die is thrown 132 times with following results.

Number turned up	1	2	3	4	5	6
Frequency	16	20	25	14	29	28

Is the die unbiased ? 15

14. Sample of sales in similar shops in two towns are taken for a new product with the following results :

Town	Mean Sales	Variance	Size of sample
A	57	5.3	5
B	61	4.8	7

Is there any evidence of difference in sales in the two towns ? Use 5 percent level of significance for testing this difference between the mean of two samples. 15