

(i) Printed Pages: 3

Roll No.

(ii) Questions : 9

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Exam. Code :

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Bachelor of Business Administration 4th Semester

1048

RESEARCH METHODOLOGY

Paper—BBA—223

Time Allowed : Three Hours]

[Maximum Marks : 80

Note :— (1) Section—A is compulsory. Attempt any **four** questions. Each question carries **5** marks in Section—A.

(2) From Sections B and C **two** questions each are compulsory. Each question carries **15** marks.

SECTION—A

Attempt **four** questions :

- I. What do you mean by one tailed and two tailed test ?
- II. Differentiate systematic sampling and Cluster sampling.
- III. State the advantages and disadvantages of observation method of data collection.
- IV. Enumerate the different sources of errors in research.

- V. Why is it important to define research problem appropriately ?
- VI. Explain the technique and importance of oral presentation of research finding.

SECTION—B

- I. “Research is much concerned with proper fact finding, analysis and evaluation.” Do you agree with this statement ? Give reasons in support of your answers. Explain the criteria of a good research.
- II. Explain the meaning and significance of research design. Differentiate between exploratory descriptive research and casual research.
- III. Explain why questionnaires are popular tools for Data Collection in Research. Discuss qualities of a Good Questionnaire.
- IV. Discuss the relative merits and demerits of :
- (a) Rating vs. Ranking scale
 - (b) Summated vs. cumulative scale
 - (c) Nominal and ordinal scale
 - (d) Staple scale and the semantic differential scale.

SECTION—C

- I. Why probability sampling is generally preferred in comparison to non probability sampling ? Describe the sampling design process. Explain the characteristics of a good sample design.

II. What is a hypothesis ? What characteristics it must possess in order to be a good research hypothesis ?

III. Answer the following questions briefly :

- (a) SBI claims that more than 55 % of the saving accounts in Haryana are at SBI. A sample survey of 400 account holders revealed that only 180 account holders have account at SBI. Verify, using 5 % level of significance, if the sample results underestimate the claim of SBI.
- (b) What are Type I and Type II Errors in hypothesis testing ? What is the Power of a hypothesis test ?

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IV. (a) Describe the guidelines for research report.

(b) Write short notes on following :

- (i) Bibliography and its importance.
- (ii) Rewriting and polishing of report.