

2071
Bachelor of Business Administration
Fourth Semester
BBA-223: Research Methodology

Time allowed: 3 Hours

Max. Marks: 80

NOTE: Attempt four short answer type questions from Section-A. Attempt two questions each from Section B and C respectively.

x-x-x

Section – A

- I. Attempt any four of the following:-
- a) Differentiate between qualitative and quantitative research.
 - b) Explain the features of a good research design.
 - c) Differentiate between primary data and secondary data.
 - d) Explain the role of computers in research.
 - e) What are type I and type II errors?
 - f) Explain limitation of hypothesis testing. (4x5)

Section - B

- II. What do you mean by business research? Explain different types of business research. (15)
- III. Explain the role of ethics in business research? What are the main ethical issues in conducting research? (15)
- IV. Explain the procedure of developing a Likert scale. What are the advantages and disadvantages of Likert scale? (15)
- V. Differentiate between questionnaire and schedule. What are the merits and demerits of schedule? (15)

Section - C

- VI. What do you mean by sampling design? Explain the steps to be followed while developing a sampling design. (15)

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(2)

- VII. What do you mean by hypothesis? Explain the procedure for hypothesis testing.
- VIII. The table given below shows the data obtained during the outbreak of Covid-19 by Chennai Biotech.

	Infected	Not infected	Total
Vaccinated	40	460	500
Not vaccinated	380	1120	1500
Total	420	1580	2000

Test the effectiveness of vaccination in preventing the attack from Covid-19. Test your results with the help of Chi-Square at 5% level of significance. (15)

- IX. A Restaurant near the railway station at Ambala has been having average sales of 500 tea cups per day. Because of the development of bus stand nearby, it expects to increase its sales. During the first 12 days after the start of the bus stand, the daily sales were as under:

550, 570, 490, 615, 505, 580, 570, 460, 600, 580, 530, 526

On the basis of this sample information, can one conclude that the Restaurant's sales have increased? Use 5 per cent level of significance. (15)

x-x-x