

(Please write your Exam Roll No.)

Exam Roll No. 06221901722

# END TERM EXAMINATION

THIRD SEMESTER (BBA) JANUARY-2024

Paper Code: BBA-211

Subject: Business Research Methodology

Time: 3 Hours

Maximum Marks: 75

Note: Attempt five questions in all including. Q.no.1 which is compulsory.



Answer **any five** from the followings:

(5x5=25)

- (a) Criteria of a good research
- (b) Extraneous Variables
- (c) Research Hypothesis
- (d) Systematic and Stratified Sampling
- (e) Differentiate between Panel data and Longitudinal Study
- (f) Thurstone Scale
- (g) Reliability and Validity of the Questionnaire
- (h) JEL Classification

- Q2 Research is much concerned with proper fact-finding, analysis, and evaluation. Do you agree with this statement? Give reasons in support of your evaluation. (12.5)
- Q3 The ministry of HRD wants to ascertain why young students do not select the Forensic Science as a career option in their Graduation or Post Graduation course.
- (a) How would you formulate a research problem to resolve the dilemma?
  - (b) What would be the variables under the study?
  - (c) How would you generate hypotheses for your study? (12.5)
- Q4 Explain the various scaling techniques in measuring the variables. (12.5)
- Q5 (a) State advantages and limitations of the questionnaire. (6)
- (b) Explain non probability sampling techniques in detail. (6.5)
- Q6 An Accountant wants to test the hypothesis that the proportion of incorrect transactions at four clients accounts is about the same. A random sample of 80 transactions of one client reveals that 21 are incorrect; for the second client, the number is 25 out of 100; for the third client, the number is 30 out of 90 and for the fourth, 40 are incorrect out of a sample of 110. Conduct a test at 5% LOS. (12.5)
- (Chi Square Table Value at 5% LOS, DOF=3 is 7.815)
- Q7 (a) What are the guidelines for effective report writing? Illustrate with suitable examples. (6.5)
- (b) Explain role of computers in research (6)
- Q8 Write a short note on the following: (12.5)
- (a) One tailed and Two Tailed Test
  - (b) Type I and Type II Errors
  - (c) ANOVA-Two Way

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