

END TERM EXAMINATION

FOURTH SEMESTER [BBA] APRIL- MAY 2019

Paper Code: BBA 206

Subject: Research Methodology

Time : 3 Hours

Maximum Marks :75

Note: Attempt any five questions.

- Q1. A lot of business magazines conduct surveys, for examples the best management schools in the country; the top ten banks in the country; the best schools to study in etc. What do you think of these studies, would you call them research? Why /why not? (15)
- Q2. a) 'Hypotheses are the guiding force in any research study'. Justify and explain. (5)
 b) Select a research problem, enlist the variables in the problem and formulate a theoretical framework to demonstrate the link between the variables under study. (10)
- Q3. a) Differentiate between a laboratory experiment and a field experiment. (5)
 b) What is the observation method? What are the different types of observation methods available to the researcher? Elaborate with suitable examples. (10)
- Q4. Distinguish between (any three): (5x3=15)
 a) Open-ended and closed-ended questions
 b) Schedules and questionnaires
 c) Structured vs unstructured questionnaires
 d) Dichotomous questions vs multiple-choice questions
- Q5. Design a 5-item Likert scale to measure the opinion of the general public for what measures should be taken to ensure the safety of women in the Indian cities. (15)
- Q6. As the head of a department of a consumer research organization, you have the responsibility for testing and comparing the lifetime of four brands of electric bulbs. Suppose you test the lifetime of three electric bulbs of each of four brands. The data is show below, each entry representing the lifetime of an electric bulb, measured in hundreds of hours. (15)

Brand			
A	B	C	D
20	25	24	23
19	23	20	20
21	21	22	20

Can we infer that the mean lifetimes of the four brands of electric bulbs are equal?

- Q7. Discuss in detail the steps that a researcher needs to follow to formulate a good research report. Do the criteria become different for different kinds of report? Explain with examples. (15)
- Q8. Examine online research reports available and evaluate the process of reporting by them. Do you think that the structure followed by them is effective and efficient? Comment. (15)
