

END TERM EXAMINATION

FOURTH SEMESTER [BBA] NOVEMBER 2020

Paper Code: BBA-206

Subject: Research Methodology
(Batch-2017 Onwards)

Time : 2 Hours

Maximum Marks :75

Note: Attempt three questions including Question No.1 which is compulsory. All questions carry equal marks.

- Q1 Define research, explain the scope of research in business by giving examples. How research help in effective decision making?
- Q2 Write short notes on following:
- (a) Ex post facto research
 - (b) Motivation in research
 - (c) Pilot survey
 - (d) Descriptive research
 - (e) Exploratory research
- Q3 Why is it important to define research problem appropriately? Explain in details the techniques involved in defining a research problem.
- Q4 What is the meaning of sample design? What points should be taken into consideration by a researcher in developing a sample design for research?
- Q5 What is semantic differential scale? For what purpose this scale is used? How is it different from stable scale? Which scale is more popular amongst these two and why?
- 6 Explain the following
- (a) Acceptance and rejection region
 - (b) Level of significance
 - (c) Power of a test
 - (d) Chi-square test
 - (e) Type I and Type II errors

“Report writing is more of an art that hinges upon practice and experience”. Discuss.

- (a) What is bibliography? What is its significance in research?
- (b) Explain the importance of oral presentation of research finding.
