

(Please write your Exam Roll No.)

# END TERM EXAMINATION

THIRD SEMESTER [BBA] JANUARY-FEBRUARY 2023

Paper Code: BBA 211

Subject: Business Research Methodology

Maximum Marks: 75

Time: 3 Hours

Note: Attempt five questions in all including Q.No. 1 which is compulsory. Select one question from each unit. All questions carry equal marks.

## SECTION A

Answer the following:-

- Distinguish between Reliability and Validity.
- What are mediating variables in research? How these are different from moderating variables?
- What do you understand by research problem formulation?
- How is the sample size computed for primary data calculation in business research?
- What is the meaning of citation? Mention the names of any 3 citation styles.

## SECTION B

### UNIT-I

- Q2. What are the tenets of good business research? Also give a taxonomy of various types of business research. Which one is more appropriate in context of business and why?
- Q3. What is a research design? Why is it referred to as the heart and soul of research?

### UNIT-II

- Q4. Explain different methods of data collection used in business research. Also distinguish between qualitative and quantitative data.
- Q5. What is a longitudinal study? When is it used? Give examples to elucidate.

### UNIT-III

- Q6. NRF tyres manufacturing company claims that the average life of its car tyres is 70000 kms. A sample of 10 customers has provided following details:

Customer No.	Life of Car Tyres (in Kms.)
1	65000
2	74000
3	82000
4	78000
5	54000
6	60000
7	70000
8	77000
9	74000
10	61000

Ascertain whether the claim made by the company is correct using appropriate method.

P.T.O

[ -2- ]

(Q7) What is the importance of a questionnaire in data collection? Discuss the guidelines used to formulate an effective questionnaire.

**UNIT-IV**

(Q8) What are the essentials of a good research report? Why is it prepared?

Q9. What is the importance of ethics in research? What are the various issues of research in context of business research? Give examples to prove your point.

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

- Q1 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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