REV-01
BBA/25/05

2025/05

SET C

BACHELOR OF BUSINESS ADMINISTRATION

FOURTH SEMESTER

RESEARCH METHODOLOGY

BBA – 402

[USE OMR FOR OBJECTIVE PART]

Duration: 3 hrs. **Full Marks: 70**

(Objective)

Time: 30 min. **Marks: 20**

Choose the correct answer from the following: *1×20=20*

1. Which chart is presented in the form of a circle with each category occupying a segment that is proportional according to the size of its data?
   a. Bar diagram
   b. Pie- chart
   c. Graph
   d. Histogram

2. An individual trained in gathering data from the sources is called
   a. Investigator
   b. Respondent
   c. Enumerator
   d. None of the above

3. Field work research is classified as
   a. Empirical
   b. Historical
   c. Experimental
   d. Biographical

4. Which one is called non- probability sampling
   a. Cluster sampling
   b. Quota sampling
   c. Systematic sampling
   d. Stratified sampling

5. What does the term "Coding" refer to
   a. Categorizing and labelling specific content in the document
   b. Collecting data through interview
   c. Analyzing historical document
   d. Identifying the main theme of the document

6. Which type of interview is often use in survey research and allows for efficient data collection from many participants
   a. Telephone interview
   b. Face to face interview
   c. Group interview
   d. Structured interview

7. Which term in data collection describes the interviewer inability to contact an interviewee
   a. Error of calculation
   b. No response error
   c. Sampling bias
   d. None of the above

8. In an unstructured interview how are questions typically formulated
   a. Open ended and Flexible
   b. Close ended and Standardized
   c. Multiple choice and Specific
   d. Rank order and Structured

9. The limitations of personal interview include
   a. Personal biases
   b. Lack of space and time
   c. Both a & b
   d. None of the above

10. What comes right before the formulation of hypothesis in the research
   a. Collection of data
   b. Analysis of data
   c. Selection of tools of research
   d. Statement of objectives

11. Which of the following survey method used to collect data from the same sample at different period.
   a. Cross- sectional survey
   b. Correlational survey
   c. Longitudinal survey
   d. All the above

12. In which sampling all the unit of a universe have an equal chance of being included in a sample
   a. Non- probability sampling
   b. Probability sampling
   c. Judgement sampling
   d. Interval sampling

13. A subset that is chosen from large population is called
   a. Parameter
   b. Statistic
   c. Sample
   d. None of the above

14. Which of the following is the diagrammatic representation in research
   a. Graph
   b. Bar diagram
   c. Pie chart
   d. All the above

15. What is the arrangement of data in rows and columns known as:
   a. Frequency distribution
   b. Coding
   c. Tabulation
   d. Classification

16. Which research refers to the scientific study that solve practical problems.
    a. Basic research
    b. Applied research
    c. Explanatory research
    d. Descriptive research

17. Types of commonly used question in a questionnaire are
    a. Yes/ No questions
    b. Agree/ Disagree questions
    c. Rank order scale
    d. All the above

18. Data that collect a source from the internet is called
    a. Documentary sources of data
    b. Internal secondary sources of data
    c. External secondary sources of data
    d. All the above

19. Which of the following is not a method of data collection.
    a. Questionnaire
    b. Interview
    c. Experiment
    d. Observation

20. First step of research is
    a. Selecting a problem
    b. Searching a problem
    c. Finding a problem
    d. Identifying a problem

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Descriptive

Time: 2 hr. 30 mins. **Marks: 50**

[Answer question no.1 & any four (4) from the rest]

1. What is research? What are the objectives of research? Write down the types of research. 2+3+5=10

2. What is descriptive research design? Explain the features and limitations of descriptive research design. 2+8=10

3. Explain the probability sampling and non- probability sampling techniques. 10

4. What is primary data? What are the merits and demerits of primary data? Write down the various types of primary data collection methods. 1+4+5=10

5. Write down the differences between: 5+5=10
   (a) Exploratory Research and Descriptive Research
   (b) Questionnaire and Schedule

6. What is questionnaire? What are the merits and demerits of questionnaire? Explain the interview method in detail. 1+4+5=10

7. Write the short notes on: 5+5=10
   a) Editing
   b) Coding

8. Explain the steps of research process in detail. 10