

**BACHELOR OF BUSINESS ADMINISTRATION  
FOURTH SEMESTER [REPEAT]  
RESEARCH METHODS  
BBA – 405**

**SET  
A**

**[USE OMR SHEET FOR OBJECTIVE PART]**

Duration: 3 hrs.

Full Marks: 70

Time: 30 mins.

**(Objective)**

Marks: 20

*Choose the correct answer from the following:*

*1 × 20 = 20*

1. Published information in a particular subject area is discussed in
  - a. Journals
  - b. Literature review
  - c. Research proposal
  - d. All of the above
2. The purpose of research is to:
  - a. Review or synthesize existing knowledge
  - b. Investigate existing situations or problems
  - c. Provide solutions to problems
  - d. All of the above
3. The type of research which explains Who, What, Where, When and How but not Why.
  - a. Descriptive
  - b. Explanatory
  - c. Applied Research
  - d. Basic Research
4. A subset that is chosen from large population
  - a. Sample
  - b. Variable
  - c. Unit
  - d. None of the above
5. Sampling technique used when population under study is heterogeneous
  - a. Simple random sampling
  - b. Stratified random sampling
  - c. Systematic random sampling
  - d. Snowball
6. A \_\_\_\_\_ variable is changed & controlled in a scientific experiment.
  - a. Dependent
  - b. Independent
  - c. Subjective
  - d. Fixed
7. Which of the following is non-probability sampling technique?
  - a. Simple random sampling
  - b. Cluster sampling
  - c. Snowball Sampling
  - d. Stratified random sampling
8. Research starts with the first step of \_\_\_\_\_.
  - a. Research type
  - b. Objective defining
  - c. Research Problem
  - d. Plagiarism
9. A person is given a questionnaire for inquiring his health status, the data provided is \_\_\_\_\_.
  - a. Primary Data
  - b. Tertiary Data
  - c. Secondary Data
  - d. Indirect Data

10. Questionnaire is filled by \_\_\_\_\_.
- Observer
  - Respondent
  - Anyone
  - All of the above
11. Questions in which only two alternatives are possible is called \_\_\_\_\_.
- Multiple choice questions
  - Open ended questions
  - Dichotomous questions
  - Structured questions
12. \_\_\_\_\_ is the process of assigning some symbols (either) alphabetical or numerals or (both) to the answers of the respondents.
- Editing
  - Reporting
  - Coding
  - Analyzing
13. In a \_\_\_\_\_ study you collect data from a population at a specific point in time.
- Longitudinal Study
  - Cross Sectional Study
  - Analytical study
  - None of the above
14. \_\_\_\_\_ is used in field settings where random assignment is either irrelevant or not required.
- Pre-experimental research design
  - True experimental research design
  - Quasi-experimental research design
  - None of the above
15. What does the term 'longitudinal design' mean?
- A study with two contrasting cases.
  - A study which is very long to read
  - A study completed far away from where the researcher lives.
  - A study completed over a distinct period of time to map changes in social phenomena.
16. When one examines the entire population instead of a subgroup of the population, this is called a \_\_\_\_\_.
- Sampling
  - Census
  - Population
  - Bias
17. Research is related with \_\_\_\_\_.
- Discovery of new idea
  - Solution of a problem
  - Investigation of a problem
  - All of the above
18. Manipulation is a part of \_\_\_\_\_.
- Experimental Research
  - Descriptive Research
  - Quantitative Research
  - Qualitative Research
19. When all the samples get a equal chance of being picked up it is known as \_\_\_\_\_.
- Cluster Sampling
  - Stratified Sampling
  - Convenient Sampling
  - Lottery Method
20. A research plan \_\_\_\_\_.
- Sets out the rationale for a research study
  - Should be given to others for review and comments
  - Should be detailed
  - All of the above

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**(Descriptive)**

Time : 2 Hr. 30 Mins.

Marks : 50

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

1. What are the different types of research design? Explain. 10
2. What is research? Discuss the objectives of research methodology. 4+6=10
3. What is secondary data? Discuss its advantage and disadvantage. 2+8=10
4. What is a hypothesis? How do we differentiate between a null hypothesis and an alternative hypothesis? 4+6=10
5. What are the different types of complex random sampling? Give example. 10
6. Differentiate Between: 5+5=10
  - a) Probability Sampling and Non Probability Sampling.
  - b) Schedule and Questionnaire.
7. What is Data? Discuss the process of data editing, coding and tabulation. 2+8=10
8. Design a questionnaire for conducting an "employee satisfaction study" of a company. Also explain the types of questions you have used in the questionnaire. 6+4=10

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