BACHELOR OF BUSINESS ADMINISTRATION
FOURTH SEMESTER
RESEARCH METHODS
BBA – 405

SET B

[USE OMR SHEET FOR OBJECTIVE PART]

Duration: 3 hrs.   Full Marks: 70

(Objective)

Time: 30 mins.   Marks: 20

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

1. Questions in which only two alternatives are possible is called _____.
   a. Multiple choice questions   b. Open ended questions
   c. Dichotomous questions   d. Structured questions

2. _____ is the process of assigning some symbols (either) alphabetical or numerals or (both) to the answers of the respondents.
   a. Editing   b. Reporting
   c. Coding   d. Analyzing

3. In a _____study you collect data from a population at a specific point in time.
   a. Longitudinal Study   b. Cross Sectional Study
   c. Analytical study   d. None of the above

4. _____is used in field settings where random assignment is either irrelevant or not required.
   a. Pre-experimental research design   b. True experimental research design
   c. Quasi-experimental research design d. None of the above

5. What does the term 'longitudinal design' mean?
   a. A study with two contrasting cases.   b. A study which is very long to read
   c. A study completed far away from   d. A study completed over a distinct
      where the researcher lives.   period of time to map changes in social
                                                 phenomena.

6. When one examines the entire population instead of a subgroup of the population, this is called a _____.
   a. Sampling   b. Census
   c. Population   d. Bias

7. Research is related with_____.
   a. Discovery of new idea   b. Solution of a problem
   c. Investigation of a problem   d. All of the above

8. Manipulation is a part of _____.
   a. Experimental Research   b. Descriptive Research
   c. Quantitative Research   d. Qualitative Research

9. When all the samples get an equal chance of being picked up it is known as _____.
   a. Cluster Sampling
   b. Stratified Sampling
   c. Convenient Sampling
   d. Lottery Method

10. A research plan _____.
   a. Sets out the rationale for a research study
   b. Should be given to others for review and comments
   c. Should be detailed
   d. All of the above

11. Published information in a particular subject area is discussed in
   a. Journals
   b. Literature review
   c. Research proposal
   d. All of the above

12. 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

13. 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

14. A subset that is chosen from large population
   a. Sample
   b. Variable
   c. Unit
   d. None of the above

15. Sampling technique used when population under study is heterogeneous
   a. Simple random sampling
   b. Stratified random sampling
   c. Systematic random sampling
   d. Snowball

16. A_____ variable is changed & controlled in a scientific experiment.
   a. Dependent
   b. Independent
   c. Subjective
   d. Fixed

17. Which of the following is non-probability sampling technique?
   a. Simple random sampling
   b. Cluster sampling
   c. Snowball Sampling
   d. Stratified random sampling

18. Research starts with the first step of_____.
   a. Research type
   b. Objective defining
   c. Research Problem
   d. Plagiarism

19. 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

20. Questionnaire is filled by_____.
   a. Observer
   b. Respondent
   c. Anyone
   d. All of the above

-- --- --

(Descriptive)

[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   4+6=10
   hypothesis and an alternative hypothesis?

5. What are the different types of complex random sampling? Give   10
   example.

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   2+8=10
   tabulation.

8. Design a questionnaire for conducting an "employee satisfaction study"   6+4=10
   of a company. Also explain the types of questions you have used in the
   questionnaire.

== == *** == ==