BACHELOR OF BUSINESS ADMINISTRATION
FOURTH SEMESTER
RESEARCH METHODOLOGY
BBA - 402
[USE **OMR** SHEET FOR OBJECTIVE PART]

SET A

Duration: 3 hrs.
Full Marks: 70

[Objective]

Time: 30 mins.
Marks: 20

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

1. A research to study the effect of a new drug or chemical bases product is called:
   a. Historical Research
   b. Social Research
   c. Market Research
   d. Clinical Research

2. The main objective is........................
   a. An overall statement of the thrust of your study
   b. The goal a researcher intends to attain in your study
   c. A specific aspect of the topic that a researcher wants to investigate within the main frame work of the research
   d. All of the above

3. ....research is applicable to phenomenon that can be expressed in terms of quantity.
   a. Quantitative Research
   b. Qualitative Research
   c. Conceptual Research
   d. None of the above

4. Chi-square test is used for.......................
   a. Hypothesis Testing
   b. Questionnaire designing
   c. Literature Review
   d. None of the above

5. Replication refers to...................
   a. the deliberate repetition of an experiment, using nearly identical procedures, which may sometimes be with a different set of subjects in a different setting, and, at different time periods.
   b. the amount of balancing, blocking and grouping of the subjects or the experimental units employed in the research design.
   c. the assignment of experimental units to different blocks in such a way that the assigned experimental units within a block may be homogeneous.
   d. a technique in which each member of the population, or, universe has an equal and independent chance of being selected

6. Expert survey is associated with...................
   a. Diagnostic Research Design
   b. Descriptive Research Design
   c. Exploratory Research Design
   d. Experimental Research Design

7. Experimental Research design is also known as………………..
   a. Exploratory Research Design
   b. Hypothesis Testing Design
   c. Descriptive Research Design
   d. All of the above

8. The anticipatory function of research design means……………
   a. Research designs dictate boundaries of research activity and enable the investigator to channel his energies in specific directions.
   b. Research designs provide the researcher with a blueprint for studying social questions.
   c. The research design enables the investigator to predict potential problems in the implementation of the study.
   d. None of the above

9. Choose the right statement:
   a. Non-Probability sampling is best suitable for explorative studies
   b. Non-probability sampling is based on random selection
   c. Non-Probability sampling can ensure the selection of a sample best representing the entire population.
   d. None of the above

10. Which of the following technique is most suitable when the target populations is easily accessible by the researchers and so, collecting members for the sample becomes easy?
    a. Convenience Sampling
    b. Snowball Sampling
    c. Systematic Random Sampling
    d. Stratified Random Sampling

11. A………………………is one of the elements of the population selected for the purpose of sampling.
    a. Sampling interval
    b. Sampling unit
    c. Sampling frame
    d. None of the above

12. Select the write formula:
    a. $k = \frac{n}{N}$
    b. $k = \frac{N}{n}$
    c. $k = \frac{2N}{n}$
    d. None of the above

13. Which scale represents the actual amounts of the variables?
    a. Nominal Scale
    b. Ordinal Scale
    c. Interval Scale
    d. Ratio Scale

14. Chain-referral sampling is also known as:
    a. Judgmental Sampling
    b. Systematic Random Sampling
    c. Snowball Sampling
    d. Convenience Sampling

15. Pilot-study or Pilot survey is used for:
    a. Testing the questionnaire
    b. Conducting formal interviews
    c. Extensive reviewing of existing literature
    d. None of the above

16. Which of the following is a source of secondary data?
    a. Various publications of the central, state are local governments
    b. Technical and trade journals
    c. Books, magazines and newspapers
    d. All of the above

17. Standard deviation is a measure of:
    a. Central Tendency
    b. Dispersion
    c. Asymmetry
    d. None of the above

18. Which of the following is not an example of Descriptive Analysis?
    a. Mean
    b. Linear Regression
    c. Variance
    d. Range

19. In research, which of the following diagrammatic representation is used to compare data?
    a. Line graph
    b. Pie chart
    c. Histogram
    d. Bar diagram

20. Which one of the following is not a software package for data analysis?
    a. SPSS
    b. MS-Excel
    c. MS-Word
    d. STATA

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Descriptive

Time : 2 Hr. 30 Mins.   Marks : 50

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

1. State and explain the six major characteristics of research. Highlight the   6+4=10
    significance of research in business

2. State the three major category research design widely used in social   3+7=10
    science research. Explain any one of these in detail.

3. a) Define Research design and explain the various functions of a   5+5=10
        research design.
    b) Explain the following two types of research with appropriate
        examples: Quantitative and Qualitative Research

4. a) Define the concepts of sampling survey and census survey with   5+5=10
        appropriate examples.
    b) Draw a comparison between non-probability sampling and
        probability sampling highlighting the major differences

5. Explain the stratified random sampling method. Illustrate the   10
    application of this method with a practical example. Highlight the
    advantages and disadvantages

6. What are the four most widely used measurement scales in research?   2+8=10
    Elaborate each one of them with appropriate examples

7. a) What are the various factors that the researcher must consider   5+5=10
        before judiciously selecting the data collection method for their
        studies? Elaborate.
    b) Elaborate the steps taken to process the data into more measurable
        and concise manner, post data collection.

8. What is the meaning of diagrammatic representation of data? What are   1+2+7=10
    the different most frequently used diagrammatic representations by the
    researchers? Briefly explain each of them, highlighting their uses.

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