

**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*

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

10. Questionnaire is filled by \_\_\_\_\_.
- a. Observer
  - b. Respondent
  - c. Anyone
  - d. All of the above
11. Questions in which only two alternatives are possible is called \_\_\_\_\_.
- a. Multiple choice questions
  - b. Open ended questions
  - c. Dichotomous questions
  - d. Structured questions
12. \_\_\_\_\_ 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
13. 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
14. \_\_\_\_\_ 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
15. 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 where the researcher lives.
  - d. 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 \_\_\_\_\_.
- a. Sampling
  - b. Census
  - c. Population
  - d. Bias
17. Research is related with \_\_\_\_\_.
- a. Discovery of new idea
  - b. Solution of a problem
  - c. Investigation of a problem
  - d. All of the above
18. Manipulation is a part of \_\_\_\_\_.
- a. Experimental Research
  - b. Descriptive Research
  - c. Quantitative Research
  - d. Qualitative Research
19. When all the samples get a equal chance of being picked up it is known as \_\_\_\_\_.
- a. Cluster Sampling
  - b. Stratified Sampling
  - c. Convenient Sampling
  - d. Lottery Method
20. 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

**( 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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