

**BACHELOR OF BUSINESS ADMINISTRATION  
FOURTH SEMESTER  
RESEARCH METHODOLOGY  
BBA – 941 [IDMj]**

**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. Which of the following statements is correct?
  - a. Objectives of research are stated in first chapter of the thesis
  - b. Researcher must possess analytical ability
  - c. Variability is the source of problem
  - d. All the above
2. The first step of research is:
  - a. Identifying a problem
  - b. Searching a problem
  - c. Finding a problem
  - d. Selecting a problem
3. Research can be conducted by a person who:
  - a. holds a postgraduate degree
  - b. has studied research methodology
  - c. possesses thinking and reasoning ability
  - d. is a hard worker
4. Research can be classified as:
  - a. Basic, Applied and Action Research
  - b. Philosophical, Historical, Survey and Experimental Research
  - c. Quantitative and Qualitative Research
  - d. All the above
5. Bibliography given in a research report:
  - a. Shows vast knowledge of the researcher
  - b. Helps those interested in further research
  - c. Has no relevance to research
  - d. All the above
6. A research problem is feasible only when:
  - a. It has utility and relevance
  - b. It is researchable
  - c. It is new and adds something to knowledge
  - d. All the above
7. Generalized conclusion on the basis of a sample is technically known as:
  - a. Data analysis and interpretation
  - b. Parameter inference
  - c. Statistical inference
  - d. All of the above
8. The main characteristic of scientific research is:
  - a. Empirical
  - b. Theoretical
  - c. Experimental
  - d. All of the above

9. Authenticity of a research finding is its:
  - a. Originality
  - b. Validity
  - c. Objectivity
  - d. All of the above
10. Research problem is selected from the stand point of:
  - a. Researcher's interest
  - b. Financial support
  - c. Social relevance
  - d. Availability of relevant literature
11. The research is always:
  - a. Verifying the old knowledge
  - b. Exploring new knowledge
  - c. Filling the gap between knowledge
  - d. All of these
12. Research is.....
  - a. Searching again and again
  - b. Finding a solution to any problem
  - c. Working in a scientific way to search for the truth of any problem
  - d. None of the above
13. The research which is exploring new facts through the study of the past is called.....
  - a. Philosophical research
  - b. Historical research
  - c. Mythological research
  - d. Content analysis
14. A research problem is not feasible only when:
  - a. it is researchable
  - b. it is new and adds something to the knowledge
  - c. it consists of independent and dependent variables
  - d. it has utility and relevance
15. Which one is called non-probability sampling?
  - a. Cluster sampling
  - b. Quota sampling
  - c. Systematic sampling
  - d. Stratified random sampling
16. Field-work-based research is classified as:
  - a. Empirical
  - b. Historical
  - c. Experimental
  - d. Biographical
17. Which of the following features are considered as critical in qualitative research?
  - a. Collecting data with the help of standardized research tools.
  - b. Design sampling with probability sample techniques.
  - c. Collecting data with bottom-up empirical evidence.
  - d. Gathering data with top-down schematic evidence.
18. How is random sampling helpful?
  - a. Reasonably accurate
  - b. An economical method of data collection
  - c. Free from personal biases
  - d. All of the above

19. Which of the following does not correspond to characteristics of research?
- a. Research is not passive
  - b. Research is systematic
  - c. Research is not a process
  - d. Research is not a problem-oriented
20. The main aim of the scientific method in the research field is to.....
- a. Improve data interpretation
  - b. Confirm triangulation
  - c. Eliminate spurious relations
  - d. Introduce new variables

**( Descriptive )**

Time : 2 Hr. 30 Mins.

Marks : 50

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

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|---|------------|
| 1. Define research. Mention its objectives. Discuss various significances of Research.  | 2+4+4=10   |
| 2. What are the types of research methodology? Explain with the examples.   | 10         |
| 3. Describe research design. Explain research design of exploratory, experimental and descriptive studies.  | 2+8=10     |
| 4. Discuss the steps involves in research process.  | 10         |
| 5. Describe differences between sample and sampling. Explain various types of sampling methods.   | 2+8=10     |
| 6. Define data. Explain the types of data with their methods.   | 2+8=10     |
| 7. What is data analysis in research? Discuss the process of data analysis.   | 2+8=10     |
| 8. What are the natures of research design? Why research design is needed? What is the difference between a quantitative and qualitative research design? How to design a research questions? | 2+2+3+3=10 |

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