BACHELOR OF BUSINESS ADMINISTRATION
Fourth Semester
Research Method
(BBA- 20)

Duration: 3Hrs.

Full Marks: 70

PART A (OBJECTIVE)=20
PART B (DESCRIPTIVE)=50

PART-B (Descriptive)

Duration: 2 hrs. 40 mins.

Marks: 50

I. Answer the following questions (any five):

$2 \times 5 = 10$

1. What is research?
2. What is meant by population?
3. What do you understand by the term median?
4. Define range.
5. Define standard deviation.
6. What is research design?
7. Mention some sources of collecting the secondary data.

II. Answer the following questions (any five):

$3 \times 5 = 15$

1. What is meant by measures of central tendency?
2. What is meant by measures of dispersion?
3. What is meant by sample, sample unit and sample size?
4. What are the steps of a research process?
5. What are the possible motives for doing research?
6. What is difference between census and sample survey?
7. What is the necessity of defining a research problem?

III. Answer the following questions (any five):   **5×5=25**

1. Define Simple Random Sampling.
2. What are the characteristics of a good questionnaire?
3. What are the ways of collecting primary data?
4. What are the different steps in writing report?
5. Find the mean, median and mode from the following data

Class Interval	Frequency
10-20	3
20-30	6
30-40	15
40-50	20
50-60	10
60-70	7
70-80	4

6. What is role of Statistics in research?
7. Write a note on applied and fundamental research.

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Duration: 20 minutes   **Marks – 20**

PART A- (Objective)

Time: 20 mins   **Total Marks: 20**

I. Choose the correct answer from the following: **1×20=20**

1. How many steps are there in a research process?
   a) Five   b) Seven
   c) Three   d) Two

2. Primary data is collected
   a) Directly from the field   b) Indirectly from the field
   c) Both directly and indirectly   d) None of the above

3. Convenience sampling belongs to
   a) Probability Sampling   b) Non-probability Sampling
   c) Stratified Sampling   d) Quota Sampling

4. The individuals in the sample are called
   a) Sample size   b) Sample unit
   c) Population   d) Object

5. The whole enumeration of the population is called
   a) Sample Survey   b) Census Survey
   c) Pilot Survey   d) None of these

6. The total number of individuals in the sample is known as
   a) Sample unit   b) Sampling error
   c) Sample size   d) Population

7. Applied research aims at
    a) Finding a solution for an immediate problem facing a society or an industrial/business organization.
    b) Generalization of a theory.
    c) Formulation of a theory.
    d) Creating a new theory.

8. Quantitative research is based on
    a) Measurement of quantity or amount
    b) Behavioral sciences.
    c) Human behavior.
    d) Measurement of quality.

9. Review of literature is one of the steps of
    a) Research Design   b) Research Process
    c) Research Problem   d) Sample Design

10. The criteria of a good research is
    a) Systematic   b) Logical
    c) Empirical   d) All of these

11. The characteristics of a questionnaire should be
    a) Clear   b) Precise
    c) Unambiguous   d) All of these

12. How many usual steps are there in writing a report
    a) Two   b) Five
    c) Six   d) Four

13. The advantage of sample method over the census method is
    a) Reduced cost   b) Greater accuracy
    c) Greater speed   d) All of these

14. A part of the population is known as
    a) Universe   b) Sample
    c) Population   d) None of these

15. How many ways are there for collecting the primary data
    a) Four   b) Five
    c) Two   d) Six

16. A problem clearly stated is a problem half solved, this statement signifies
    a) Necessity of defining the problem
    b) Motivation of the problem
    c) Objective of the problem
    d) Techniques involved in defining a problem

17. The data has a tendency to concentrate around a central value, this tendency is measured through
    a) Mean   b) Median
    c) Measures of central tendency   d) Mode

18. The role of Statistics in research is
    a) To function as a tool in designing research
    b) To function as a tool in analyzing data
    c) To function as a tool in drawing conclusions
    d) All the above

19. Variance is a measure of
    a) Central Tendency   b) Dispersion
    c) Asymmetry   d) Skewness

20. The task of interpretation has …….. major aspects
    a) Two   b) Four
    c) Five   d) Three

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