# BBA–404

## Business Research Methods
(व्यावसायिक शोध विधियाँ)

Bachelor of Business Administration

BBA–10/12/16/17

Fourth Semester, Examination, 2018

**Time : 3 Hours**                                    **Max. Marks : 80**

**Note :** This paper is of **eighty (80)** marks containing **three (03)** Sections A, B and C. Attempt the questions contained in these Sections according to the detailed instructions given therein.

### Section–A

### (Long Answer Type Questions)

**Note :** Section 'A' contains four (04) long answer type questions of nineteen (19) marks each. Learners are required to answer *two* (02) questions only.

1. What are the methods that can be included in an exploratory research design ?

2. Define sampling distribution and discuss briefly the most commonly used sampling distributions.

3. Explain the different sources of secondary data.

4. What is Tabulation and classification in data processing ?

## Section–B

## (Short Answer Type Questions)

**Note :** Section 'B' contains eight (08) short answer type questions of eight (8) marks each. Learners are required to answer *four* (04) questions only.

1. What is the role of hypothesis in Research ?
2. Define chi-square and discuss its uses.
3. What is Historical Research ?
4. Define Research Process.
5. What do you mean by evaluation of Research Synopsis ?
6. What do you mean by Research Design ?
7. What is the difference between a questionnaire and a schedule ?
8. What do you mean by Primary Data ?

## Section–C

## (Objective Type Questions)

**Note :** Section 'C' contains ten (10) objective type questions of one (01) mark each. All the questions of this Section are compulsory.

Select the correct answer from among the alternative answer given below :

1. Every unit of population is studied :
   (a) In multi-stage sampling
   (b) In cluster sampling
   (c) In census method
   (d) None of the above

2. Find the probability of getting more than 2 with an ordinary dice :

   (a)   $\dfrac{1}{3}$            (b)   $\dfrac{2}{3}$

   (c)   $\dfrac{1}{2}$            (d)   $\dfrac{1}{4}$

3. Essential of sampling is not :

   (a) Independence

   (b) Dissimilarity

   (c) Adequacy

   (d) None of the above

4. In time series depression is related with :

   (a) Trend

   (b) Seasonal Variations

   (c) Cyclical Fluctuation

   (d) None of the above

5. The Lespeyre's formula for index number is :

   (a)   $\dfrac{\Sigma \ p_1 p_0}{\Sigma \ q_1 q_0} \times 100$

   (b)   $\dfrac{\Sigma \ p_1 q_0}{\Sigma \ p_0 q_0} \times 100$

   (c)   $\dfrac{\Sigma \ p_1 q_1}{\Sigma \ p_0 q_1} \times 100$

   (d)   $\dfrac{\Sigma \ p_0 q_0}{\Sigma \ p_1 q_1} \times 100$

Fill in the blanks :

6.  If $r \pm 1,$ then correlation is said to be ............. .

7.  The increases or decrease in a series in the long-run is called ............. .

8.  A population is the .............. of objects under consideration.

9.  Median is the .............. value of series.

10. Tabulation is .............. aspect of classification.