BBA–405(N)

B. B. A. (Fourth Semester)
EXAMINATION, May/June, 2015

(New Course)

Paper Fifth

RESEARCH METHODOLOGY

Time : Three Hours]　　　　　　[*Maximum Marks : 70*

Note : Attempt questions from all Sections as directed.

Section—A　　　　　　3 each

(Short Answer Type Questions)

Note : All questions are compulsory.

1. (A) Explain the objectives of Research.

    (B) List the qualities of a good research.

    (C) Define a sampling unit.

    (D) Define is Research problem.

    (E) What is Research design ?

    (F) What is Secondary data ?

    (G) What is Normal curve ?

    (H) What are various measures of central tendency ?

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(I)   What is a Hypothesis ?

(J)   What is a two-tailed test ?

Section—B

10 each

(Long Answer Type Questions)

Note : Attempt any *two* questions.

2. Define research and comment on the statement "Research is much concerned with proper fact finding, analysis and evaluation."

3. Write a note on various primary data collection techniques.

4. What is a sample ? Why and when is sampling study important ? Differentiate between sampling error and non-sampling error.

5. In a random sample of 600 household it was found 170 were vegetarians. Find a 95% confidence interval for actual proportion of house holds that are vegetarian. (At 95% confidence level the value of Z standard is 1.96).

Section—C

10 each

(Long Answer Type Questions)

Note : Attempt any *two* questions.

6. Explain the terms variance, covariance, correlation and regression.

7. The procedure of testing hypothesis include several steps. Describe in short all the steps.

8. A sample of 400 male students is found to have a mean height of 168 centimeters. Can it be reasonably regarded as a sample from large population with mean height of 165 centimeters and a standard deviation of 4.3 centimeters. Test at 5% level of significance.

9. Explain various methods of data representation. Illustrate your answer with suitable examples.