



BRAINWARE UNIVERSITY

Course – BBA

Research Methodology (BBA305)

(Semester – 3)

Time allotted: 3 Hours

Full Marks: 70

[The figure in the margin indicates full marks. Candidates are required to give their answers in their own words as far as practicable.]

Group –A

(Multiple Choice Type Question)

1. Choose the correct alternatives for the following:

10 x 1 = 10

i) What research is?

a) A Lab Experiment b) A Report c) A Systematic Enquiry d) A Systematic Procedure

ii) In the statement 'an examination of the effects of discretionary behaviour on employee performance' employee performance is the

a) Independent Variable b) Dependent Variable c) Extraneous Variable d) Causal Variable

iii) Which of the following is not an essential element of report writing?

a) Research Methodology b) Reference c) Conclusion d) None of these

iv) Which of the following is non – probability sampling?

a) Snowball b) Random c) Cluster Sampling d) Stratified

v) The method by which a sample is chosen?

a) Unit b) Design c) Random d) Census

vi) In testing a hypothesis, the common error is

a) Type I b) Type I & II c) Type II d) None of these

vii) Survey is always a _____ study?

- a) Field b) Laboratory c) Office d) Class Room

viii) The original source from which researcher collects informations is?

- a) Primary Source b) Secondary Source c) Both Primary & Secondary Source d) None of these

ix) Convenience sampling is an example of

- a) Probabilistic Sampling b) Stratified Sampling c) Non Probabilistic Sampling
d) Cluster Sampling

x) A Closed question means

- a) The respondents is given a limited choice of possible answers b) The final question of the interview
c) Multiple questions d) No specific answer to question

Group - B

(Short Answer Type Questions)

Answer any three of the following

3 x 5 = 15

2. What is depth interview?

3. Mention the conditions under which any researcher can use t distribution in hypothesis testing.

4. Given a sample mean of 83, a sample standard deviation of 12.5 and a sample size of 22, test the hypothesis that the value of the population mean is 70 against the alternative that it is more than 70. Use the .025 significance level where $t_{\alpha} = .025 = 2.08$.

5. 7 homemakers were randomly sampled and it was determined that the distances they walked in their homework and an average of 39.2 miles per week and a sample SD of 3.2 miles per week. Construct a 95% confidence interval for the population mean. (The value of 95% confidence interval is 1.96).

6. What is exploratory research?

Group - C**(Long Answer Type Questions)****Answer any three of the following****3 x 15 = 45**

7. Describe the various types of scaling styles with suitable example. [15]
8. Discuss the steps involved in research process? [15]
9. a) From a population known to have a standard deviation of 1.4, a sample mean of 60 individuals is taken. The mean for this sample is found to be 6.2. Establish an interval estimate around the sample mean using 95% confidence interval (The value of 95% confidence interval is 1.96).
- b) A printing company hypothesises that the average life of its largest web press is 14500 hours. They know that the standard deviation of press life is 2100 hours. From a sample of 25 presses, the company finds a sample mean of 13000 hours. At 5% significance level should the company conclude that the average life of the press is less than the hypothesized 14500 hours? (Z value is 1.96 at 5% significance level).
- [7 + 8]
10. a) Differentiate between sampling and non – sampling errors.
- b) From a population of 540, a sample of 60 individuals is taken. From this sample, the mean is found to be 6.2 and the standard deviation 1.368. Construct a 95% confidence interval for the mean. (Z value is 1.96 at 5% significance level).
- [5 + 10]
11. a) A ketchup manufacturer is in the process of deciding whether to produce a new extra spicy brand. The company's marketing research department used a national survey of 6000 households and found that the extra spicy ketchup would be purchased by 335 of them. A much more extensive study made two years ago showed that 5% of the households could purchase the brand then. At 5% significance level, should the company conclude that there is an increased interest in the extra spicy flavour? (Z value is 1.96 at 5% significance level).
- b) Discuss the concept of stratified sampling technique.

[10 + 5]