BRAINWARE UNIVERSITY

Term End Examination 2024-2025
Programme – BBA-Hons-2023/BBA(DM)-Hons-2023
Course Name – Research Methodology
Course Code - BBA40110/BBD40201
(Semester IV)

Full Marks : 60   **Time : 2:30 Hours**
[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 x 15=15
1.   *Choose the correct alternative from the following :*

(i)   Business research helps in decision-making by:
   a) Reducing uncertainty   b) Increasing personal opinions
   c) Eliminating financial constraints   d) Avoiding data analysis
(ii) Select the correct option: Business research helps managers by____.
   a) Providing relevant data for decision-making   b) Increasing the complexity of problems
   c) Ignoring competitor strategies   d) Avoiding business expansion
(iii) Describe causal research.
   a) Establish cause-and-effect relationships   b) Explore unknown markets
   c) Describe the current market situation   d) Reduce business risks
(iv) A poorly defined research problem may lead to:
   a) Misleading results   b) Accurate analysis
   c) Effective decision-making   d) Higher productivity
(v)   Select the correct option: A good research design should be:
   a) Flexible and Reliable   b) Biased and Unstructured
   c) Based on personal opinions   d) Focused only on past data
(vi) Identify which research design is best suited for hypothesis testing.
   a) Exploratory research   b) Experimental research
   c) Causal research   d) Observational research
(vii) Identify which of the following is an example of causal research.
   a) A study examining customer satisfaction   b) A study testing the impact of price changes on sales
   c) A survey on consumer preferences   d) A focus group discussing new product ideas
(viii) Identify the correct answer: A disadvantage of experimental research is:
   a) It is inexpensive   b) It lacks control over variables
   c) It is time-consuming and costly d) It cannot establish causal relationships

(ix) Select the correct answer: A researcher analyzing historical data from a government website is using:

a) Primary data

b) Secondary data

c) Experimental data

d) Observational data

(x) Select the correct answer: What is an important step in data preparation?

a) Ignoring missing values

b) Cleaning and coding data

c) Avoiding data validation

d) Using only secondary data

(xi) Choose the correct option: Which of the following is an example of a ratio scale?

a) Customer satisfaction score

b) Student ranking in a class

c) Temperature in Celsius

d) Height in centimeters

(xii) Choose the correct option: Non-comparative scales are also known as:

a) Absolute scales

b) Relative scales

c) Ordinal scales

d) Interval scales

(xiii) Choose the correct option: A leading question is one that:

a) Guides the respondent toward a particular answer

b) Provides multiple options for response

c) Is open-ended and flexible

d) Measures a specific concept accurately

(xiv) Write the purpose of a pilot test in questionnaire design.

a) To finalize the sample size

b) To check the questionnaire's effectiveness before full implementation

c) To collect actual survey responses

d) To avoid asking sensitive questions

(xv) Choose the correct option: Non-response bias occurs when:

a) Respondents do not understand the questions

b) A portion of the sampled population does not respond

c) The entire population is surveyed

d) Data collection is completed successfully

Group-B
(Short Answer Type Questions)

3 x 5=15

2. List only two(2) primary types of research. (3)
3. Describe quantitative research. (3)
4. Illustrate the advantages and disadvantages of focus group interview. (3)
5. Write short notes on: a) Reliability b) Validity (3)
6. Calculate the sample size from the population 4300 with 95% confidence level, 4% of confidence interval and 5% of proportion. (3)

OR

Conclude various sections of a report. (3)

Group-C
(Long Answer Type Questions)

5 x 6=30

7. Write a short note on 'Interval Scale'. (5)
8. Prepare a research plan for a marketing manager of XYZ Automobile who wants to know about customer satisfaction level across India who recently purchased newly Introduced car. (5)
9. Justify the consequences of sampling error on research validity, reliability, and generalizability. (5)
10. Illustrate the properties of Correlation Coefficient. (5)
11. There are two branches of an establishment employing 100 and 80 persons respectively. If the arithmetic means of the monthly salaries paid by the two branches are Rs. 275 and Rs. 225 respectively, calculate the arithmetic mean of the salaries of the employees of the establishment as a whole. (5)
12. Evaluate the uses and limitations of standard deviation in real-world applications. (5)

OR

Analyze the role of aims and objectives in guiding the research process. (5)

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