

Roll No. :

Total No. of Questions : 7]

[Total No. of Printed Pages : 3

UGP-305

B.B.A. (Part-II) Examination, 2021

Paper - BBA-202

RESEARCH METHODS

Time : 1½ Hours]

[Maximum Marks : 70

Section-A

(Marks : 2 × 10 = 20)

Note :- All the *ten* questions are compulsory. Each question is to be attempted in **50** words. Each question carries **2** marks.

Section-B

(Marks : 10 × 3 = 30)

Note :- Attempt any *three* questions out of five. Each question is to be attempted in **500** words. Each question carries **10** marks.

Section-C

(Marks : 20 × 1 = 20)

Note :- *One* question based on case study is compulsory and carries **20** marks.

Section-A

1. (i) Explain the 'Exploratory Research Design.'
- (ii) What are the different sources of secondary data ?
- (iii) Give a brief outline of the types of sampling.

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- (iv) What is the difference between stratified random sampling and quota sampling ?
- (v) Define Null Hypothesis. Explain it with an example.
- (vi) What are the basic differences between interval and ratio scale of measurement ?
- (vii) How many types of means are there ?
- (viii) Define ANOVA.
- (ix) Explain the uses of correlation and regression.
- (x) Briefly enumerate the different types of research reports.

Section-B

2. Describe the steps involved in research process with suitable examples.
3. Explain the meaning of sampling and non-sampling errors. What are the various sources of these errors ?
4. Describe the meaning and objectives of measurement in business research.
Explain the four types of measurement scales with examples.
5. Briefly describe the different non-parametric tests explaining the significance of each such test.
6. Explain the various steps of writing of research report in detail.

Section–C

7. An FMCG product has a good penetration in both rural and urban markets in three states in India. The company producing the product postulated that there has been a difference in terms of frequency of buying of the product in rural and urban areas. The company is interested in highlighting these differences and to find its relationship with socio-economic status of people. A market research organization is hired by the company to conduct a study on the buying behaviour of a particular FMCG product, frequency of purchase, etc in both rural and urban areas of the three states. The research organization is in the process of using a large sample size of about 15,000 drawn from three states in India.

Based on the above situation answer the following question :

Which type of sampling would be appropriate for this study and why ?