

Roll No. :

Total No. of Questions : 16]

[Total No. of Printed Pages : 3

E-291

B.B.A. (Part-II) Examination, 2023

RESEARCH METHODS

Paper - BBA-202

Time : 3 Hours]

[Maximum Marks : 70

Section-A

(Marks : 2 × 10 = 20)

Note :- Answer all *ten* questions (Answer limit **50** words). Each question carries **2** marks.

Section-B

(Marks : 10 × 3 = 30)

Note :- Answer any *three* questions out of five (Answer limit **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. Write a short note on pilot survey.
2. Write a short note on exploratory research.
3. Write a short note on convenience sampling.
4. Write a short note on judgement sampling.
5. Write a short note on ordinal scales.
6. Write a short note on interval scales.

BRI-184

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E-291 P.T.O.

7. What is parametric data ?
8. What is non-parametric data ?
9. What is Bibliography ?
10. What are References ?

Section–B

11. Compare and explain experimental research design and descriptive research design, with help of example.
12. Explain with example :
 - (i) Stratified sampling
 - (ii) Cluster sampling.
13. For the data given below, calculate coefficient of correlation :

Case	A	B	C	D	E	F	G	H
X ₁	10	6	9	10	12	13	11	9
X ₂	9	4	6	9	11	13	8	4

14. The following 9 observations were drawn from a normal population : 27, 19, 20, 24, 23, 29, 21, 17, 27, Test at five percent level of significance, if the sample can be assumed to belong to a population which has a mean of 26. Use values of z and t as given below :

Alpha =	0.05	0.025	d.f.
z- value	1.645	1.96	na
t-value	1.860	2.306	8
t- value	1.833	2.262	9
t-value	1.812	2.228	10

15. Mention different types of reports, particularly pointing out difference between a technical report and a popular report.

Section-C

16. Three varieties of wheat A, B and C are treated with four fertilizers P, Q, R and S. Yields per acre are given in table below. Setup a table for analysis of variance and compute value of F-ratio to check if there is significant difference between varieties of wheat.

Fertilizer treatment	Variety of wheat		
	A	B	C
P	55	72	47
Q	64	66	53
R	58	57	74
S	59	57	58