Total No. of Questions : **7**]   [Total No. of Printed Pages : **2**

BB–292

B.B.A. (Part-II) Examination, 2022
RESEARCH METHODS

Paper – BBA-202

Time : 3 Hours]   [*Maximum Marks : 70*

Section–A   **(Marks : 2 × 10 = 20)**

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

Section–B   **(Marks : 10 × 3 = 30)**

Note :–   Answer any *three* questions out of five. Each question is to be attempted in around **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 different types of Research in Business.

      (ii)   Explain the 'Descriptive Research Design'.

      (iii)   Define population, sampling frame and sample.

      (iv)   Explain Judgemental and Showball Sampling.

      (v)   Explain type I and type II errors with examples.

      (vi)   What are the characteristics of good measurement in research ?

BR-306   (1   )   **BB-292**   P.T.O.

(vii) Define Chi-square test. What are the use of chi-square test in Business Research ?

(viii) Define non-paramatric test and explain their types.

(ix) Explain multivariate data analysis.

(x) Explain the different writing styles of Bibliography and References.

Section–B

2. "A well defined research problem is Half Solved." Justify it with suitable example.

3. Differentiate between Probability and Non-probability sampling methods with advantages and limitations.

4. How do you select an appropriate scaling technique for a research study ? Explain the issue involved in it.

5. Explain ANOVA with suitable example.

6. Give specimen of a good research report.

Section–C

7. A company wants to provide SMS information like :

(i) Cinema Schedule and Ticketing.

(ii) Weather.

(iii) Flight and Train Information.

(iv) Daily Events.

(v) Horoscopes.

(vi) Daily Grocery Prices.

(vii) Daily Stock Market Prices etc.

Customer will have to pay to access these services. Need to assess acceptability of such services.

Based on above case discuss the research design in great detail.