

School of Finance and Commerce

Commerce
ETE - Jun 2023

Time : 3 Hours

Marks : 100

Sem IV - H1UA402T / BBAF2020

Research Methodology

Your answer should be specific to the question asked

Draw neat labeled diagrams wherever necessary

1. Distinguish between primary data and secondary data. K2 CO1 (5)
2. Define the meaning of exploratory research. K1 CO1 (5)
3. Explain the difference between paired comparison & rank order scale technique. K1 CO2 (5)
- 4) Construct the questionnaire (8 questions) for the following purpose –‘Average pocket money of BBA students in NCR’ K4 CO3 (10)

OR

- classify the scales of measurement along with practical examples. K4 CO3 (10)
5. Interpret the conditions where you recommend: K3 CO2 (10)
1.Non Probability sample
2.Cluster sample
 6. Explain snowball sample design and convenience sample design methods with examples. K3 CO1 (10)
 7. Explain the different types of Research and its importance. K2 CO1 (10)
 8. Probability sampling is generally preferred in comparison to nonprobability sampling. Show the differences between them and illustrate the application of all types of probability sampling techniques K3 CO2 (15)
 - 9) Compare the different types of research reports with practical examples. K5 CO5 (15)

OR

- ‘Diagrams, graphs, charts are very important in report writing’ .Support the statement K5 CO5 (15)
10. Two salesmen A and B are employed by a company. Recently company conducted a sample survey yielding the following data: K4 CO4 (15)

	Salesman A	Salesman B
Number of Sales	20	22
Average weekly sales (Rs Lakhs)	30	25
Standard Deviation(Rs lakhs)	10	7

Is there any significant difference between the average sales of the two salesmen? Measure it.
Note: At 5 % level of significance with 40 degree of freedom , table value of t test (two tail) is 2.021