

Name. _____		Printed Pages:02		
Student Admn. No.: _____				
School of Business Backlog Examination, June 2023 [Programme: BBA/Integrated BBA/ BA/AVI/LSCM/MAM] [Semester: IV] [Batch: BBA]				
Course Title: RESEARCH METHODS		Max Marks: 100		
Course Code: BBAD2009/BBCC2008/BBA221		Time: 3 Hrs.		
Instructions:	1. All questions are compulsory. 2. Assume missing data suitably, if any.			
		K Level	COs	Marks
SECTION-A (15 Marks)		5 Marks each		
1.	Explain the systematic sampling design with the help of an example.	K2	CO1	5
2.	Compare the primary data and secondary data with the help of examples.	K2	CO2	5
3.	Explain the difference between sample and census with the help of suitable examples	K2	CO3	5
SECTION-B (40 Marks)		10 Marks each		
4.	Explain the various steps of data processing with the help of appropriate examples	K2	CO4	10
5.	Discuss the various parts of a research report in details with the help of suitable examples..	K3/K 4	CO5	10
6.	Discuss the difference between regression and correlation. Explain the various types of correlation.	K3/K 4	CO4	10
7.	Examine the size of the sample for estimating the true weight of the cereal containers for the universe with $N = 5000$ on the basis of the following information: (1) the variance of weight = 4 ounces on the basis of past records. (2) estimate should be within 0.8 ounces of the true average weight with 99% probability. Will there be a change in the size of the sample if we assume infinite population in the given case? If so, explain by how much? ($z = 2.57$ at the confidence level of 99%) <p style="text-align: center;">OR</p> Compare the sampling and non-sampling errors in research. Examine the causes of occurring these errors in research.	K3/K 4	CO3	10
SECTION-C (45 Marks)		15 Marks each		
8.	a). Distinguish between the application of t-Test and ANOVA. b). Distinguish between univariate and bivariate data. Explain all the data analytical tools in case of univariate data.	K3/K 4	CO4	15
9.	Explain the research process with suitable examples. Also explain the features of a good research.	K5	CO1	15

10	<p>Explain the various types of non-probability sampling design with the help of suitable examples.</p> <p style="text-align: center;">Or</p> <p>Discuss with the help of examples the four key levels of measurement. Discuss Likert scale with the help of suitable example.</p>	K5	CO3	15
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