School of Business

BBA
ETE - Jun 2023

Time : 3 Hours   **Marks : 100**

Sem IV - D1UA401B - Research Methodology
Your answer should be specific to the question asked
Draw neat labeled diagrams wherever necessary

1.	Compare the primary and secondary data and outline the main sources of secondary data .	K2 CO2 (5)
2.	Define exploratory research and conclusive research.	K2 CO1 (5)
3.	Explain the convenience sampling with the help of suitable examples.	K2 CO3 (5)
4.	A sample of 16 graduating engineering students of a college was taken and the information was obtained on their starting salary. The mean monthly starting salary was found to be Rs.30,200 with a standard deviation of Rs.960. The past data on the starting salary has given a mean value of Rs.30,000. Using a 5 per cent level of significance, can we conclude that the average starting salary is different from Rs. 30,000? (*Table value at 5 percent level =2.131*)	K4 CO4 (10)
5.	Examine the main structure of a report and its main constituents.	K3 CO5 (10)
6)	An economist is interested in estimating the average monthly household expenditure on food items by the households of a town. Based on past data, it is estimated that the standard deviation of the population on the monthly expenditure on food item is Rs.30. With allowable error set at Rs. 7, estimate the sample size required at a 90 per cent confidence. (90 per cent confidence $\Rightarrow Z = 1.645$)	K4 CO3 (10)

OR

	Explain all the types under non-probability sampling-design.	K4 CO3 (10)
7.	Explain bivariate data analysis techniques with the help of suitable examples.	K2 CO4 (10)
8)	Distinguish between primary and secondary data. Discuss the merits and demerits of secondary data. Explain the various secondary data collection methods.	K5 CO2 (15)

OR

	Explain the interview method of data collection. Discuss the advancements that have been made in the technique. Determine how has technology helped in the conduction of interviews?	K5 CO2 (15)
9.	a.) Two random samples drawn from two normal populations are: *Sample1* 20, 16, 26, 27, 23, 22, 18, 24, 25, 19 *Sample2* 27, 33, 42, 35, 32, 34, 38, 28, 41, 43, 30, 37 Test using variance ratio at 5 per cent level of significance whether the two populations have the same variances. (table values of F at 5 percent level = 3.11) b). Distinguish between type I and type II error with the help of an example.	K4 CO4 (15)
10.	**Read the below research problem and answer the questions** You are the HRD manager with ABB (India). ABB has recently taken over a major unit in Kolkata. You are sent on a posting there and are given the task of introducing a new operation scheme which your parent organization feels will improve efficiency. But you perceive during your stay that there is an underlying dissatisfaction amongst the employees and it is essential to gauge their view and opinion about the takeover and their expectations before introducing the scheme. **Questions** 9 a. Choose an appropriate research design? Justify your selection. 9 b. Determine all the variables. Identify the dependent and independent variables. 9 c.Formulate the hypotheses of the case study. 9 d.Explain about the population under study	K5 CO1 (15)