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Paper Code : BBA 301/BBA(BA) 301/BBA(DM) 301 Business Research Methods

UPID : 300040

Time Allotted : 3 Hours

Full Marks : 70

The Figures in the margin indicate full marks.
Candidate are required to give their answers in their own words as far as practicable

Group-A (Very Short Answer Type Question)

1. Answer any ten of the following :

[1 x 10 = 10]

- (I) _____ is a set of elements taken from a large population according to certain rules.
- (II) _____ is a number describing a whole population.
- (III) Do you agree the following statement?
"When a null hypothesis is rejected at 1% level of significance, it is also rejected at 5% level of significance."
- (IV) Research problem is selected from the standpoint of- Social relevance/ financial support/ Researcher's Interest / Availability of relevant literature.
- (V) _____ is the study of scholarly sources of a particular area.
- (VI) Give one example of a research tool.
- (VII) Which of the following is an example of variable?- Religion/ Name/ Mother tongue/ Height of an individual.
- (VIII) When a null hypothesis is true but as per hypothesis testing it is rejected, it is known as _____ error.
- (IX) Variables are- estimates/ hypothesis/ types of data/ Characteristics being measured
- (X) _____ help those who are interested in future research on relevant topic.
- (XI) _____ interviews are often associated with social surveys where researchers are trying to collect large volumes of data from a wide range of respondents.
- (XII) _____ chart is drawn to represent the different component parts of an aggregate.

Group-B (Short Answer Type Question)

Answer any three of the following :

[5 x 3 = 15]

2. Distinguish between Research Method and Research Methodology. [5]
3. Discuss about different forms of data. [5]
4. What are the problems associated with telephonic interview? [5]
5. What is central tendency? Explain its different methods. [5]
6. Briefly state the advantages and disadvantages of survey method. [5]

Group-C (Long Answer Type Question)

Answer any three of the following :

[15 x 3 = 45]

7. Discuss the role of internet in Literature review. Why is plagiarism, a problem in research? What do you mean by referencing? [5+5+5]
8. What do you mean by sampling techniques in research? State the purpose of selecting a sample for research. Explain the different types of sampling method. [3+3+9]
9. Fit a linear regression equation of Y on X and of X on Y from the following data: [15]

Expenditure on Advertisement in Thousand (X)	11	14	16	17	18	21	25
Sales Volume in Thousand (Y)	15	27	29	30	34	38	46

Also estimates the amount of Sales when the Expenditure on Advertisement is Rs.30,000.

10. 11 students of BBA were given a test in Economics. They were imparted a special coaching and a second test was held at the end of it. The result were as follows: [15]

Student Roll No.	1	2	3	4	5	6	7	8	9	10	11
Marks in First Test	36	40	36	34	46	32	38	46	40	38	42
Marks in Second Test	40	44	40	40	46	40	34	48	38	44	36

Do the marks give an evidence that the students have benefited by extra coaching?

[Given $t_{0.05, 10 \text{ d.f}} = 1.81$]

11. (a) Marks obtained by 80 students are given below:

[7]

Marks	0-5	5-10	10-15	15-20	20-25	25-30
No. of Students	1	14	23	21	15	6

Find the Arithmetic Mean and Median of the above distribution.

(b) The frequency distribution of 100 workers are as follows:

[8]

Wages	250-259	260-269	270-279	280-289	290-299	300-309
No. of Workers	8	16	30	34	10	2

Calculate the modal wages from the following data.

*** END OF PAPER ***