



Institute of Management
JK Lakshmipat University
Jaipur

END TERM EXAMINATION, 2015



BBA Sem- IV
MM: 50 Marks

Course: Research Methods
Time: 3Hours
Subject code: BBA043

Instructions:

1. Attempt any three questions from Section A.
2. Section B is compulsory.

Section A

- Q1. a) Describe various stages involved in the process of research. (7marks)
b) Write short note on time based research? (3marks)
- Q2. a) Distinguish between primary and secondary data? Enlist important methods of collecting data. (5marks)
b) Explain the meaning and significance of hypothesis. What is null and correlational hypothesis, give examples. (5marks)
- Q3. a) What is sampling. Differentiate between probability and non –probability sampling? (5marks)
b) Describe in brief four types of measurement scales. (5marks)
- Q4. a) Write short note on reliability and validity? (5marks)
b) Differentiate between qualitative and quantitative research. (5marks)
- Q5. a) You are a product manager for brand XYZ Vanaspati, a nationally distributed brand .For last four consecutive months, brand XZY shows a declining trend in sales. You ask the research department to do a study to determine why sales have declined. Is this a basic or applied research? Give reasons. (5marks)
b) What is one- way ANOVA? State the assumptions for applying ANOVA (5marks)

Section B

Q6. A firm is interested in knowing whether preference for its three brands: Brand1, Brand 2, Brand 3is independent of type of occupation: government job, private job and own business. Data collected from consumers are given in the following table. Use .05 as level of significance to test whether brand preference is independent of type of occupation along with the steps involved in hypothesis testing. (15 marks)

Brand	Brand 1	Brand 2	Brand 3
Type of Occupation			
Govt. Job	78	87	90
Private job	110	120	125
Own Business	111	123	127

- b) DEFINE: (i) Type I and Type II error.(ii) Level of significance. (5marks)