



Institute of Management
JK Lakshmipat University
Jaipur



END TERM EXAMINATION APRIL 2016

BBA Sem- IV
MM: 50 Marks

Course: Research Methods
Time: 3Hours
Subject code: BBA403

Instructions:

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

Section A (30 Marks)

- Q1. a) What is business research? Elucidate its two broad categories (5marks)
b) DEFINE: (i) Type I and Type II error. (5marks)
(ii) Level of significance.
- Q2. What is meant by a hypothesis? What are the different types of hypothesis used in business research? Formulate null and alternate hypothesis for a study on 'car sales and purchase behavior of university students'. How would test these? (10marks)
- Q3. a) What do you understand by sampling? Why is sampling used in business research? (5marks)
b) Write short note on reliability and validity. (5marks)
- Q4. a) Distinguish between primary and secondary data? Enlist important methods of collecting data (5marks)
b) What is a questionnaire? Differentiate between open ended and closed ended questions. (5marks)
- Q5. a) Explain T-test in brief? Is it parametric or non-parametric? Give reasons (5marks)
b) What is ANOVA? What are the types of ANOVA? What are the advantages of using one way ANOVA over T-test? (5marks)

Section B (20 Marks)

Q6. The personnel manager of consumer product company asked a random sample of employee how they felt about the work they were doing. The following table gives the breakdown of the responses as per the age. Find out that there is sufficient evidence to conclude that the level of job satisfaction is related to age. (10 marks)

RESPONSE AGE	Very Interesting	Fairly Interesting	Not Interesting
Under 30	31	24	13
Between 30-50	42	30	4
Over 50	32	21	3

Q7. Identify the type of scale being used in each of the following. Explain your reasoning.

(10 marks)

i) I like to resolve puzzle

Disagree

Agree

1

2

3

4

5

ii) How old are you?

iii) Please rank the following activities in terms of your preference by assigning 1 to 5:

iv) Reading magazine, Watching TV, Shopping, Eating out, Sleeping.

v) What is your Adhar UID number?