

Dr. Babasaheb Ambedkar Open University
Term End Examination July-2026

Course	: BBA	Date	: 15/07/2026
Subject Code	: BBA-304(NEW)	Time	: 11:30am to 01:45pm
Subject Name	: Basic of Research Methods	Duration	: 02.15 Hours
		Max. Marks	: 70

Section A

Answer the following (Attempt any three) (30)

1. Explain the steps of Research Process.
2. Explain the different types of research designs.
3. Explain the Various Techniques/Methods of Sampling.
4. Explain the types of Graphs in details.
5. Explain the Measures of Central Tendency in details.

Section B

Answer the following (Attempt any four) (20)

1. Explain the Different Approaches of research.
2. Write a short note on "Research Ethics"
3. What is experimental research? Explain the different types of experimental research?
4. Describe two tailed and one tailed test with an illustration?
5. Write a short note on "Non-Parametric Tests"
6. Explain the Contents of a Report.

Section C

Part – A (Multiple Choice Questions) (10)

- 1 A statement that is entirely unbiased is being called as _____.
A Objective B Subjective
C Both D None of these
- 2 Research concerning some natural phenomenon or relating to pure mathematics are examples of _____.
A Fundamental research. B Empirical research
C Qualitative research D Quantitative research
- 3 A _____ is concerned with describing the characteristics of a particular individual or a group.
A Exploratory Research Design B Descriptive Research Design
C Explanatory Research Design D None of these
- 4 Historical research, sometimes referred to as _____.
A Cinematography B Historiography.
C Geography D
- 5 The _____ of the research project should be brief but informative; avoiding sensational words.
A Foot note B Title
C Paragraphs D None of these

- 6 The basic principles of experimental designs are _____.
 A Randomization B Replication
 C Local Control D Above All
- 7 _____ is a probability distribution that is used to estimate population parameters when the sample size is small and/or when the population variance is unknown.
 A F Distribution B T Distribution
 C Chi Square Distribution D All of the above
- 8 _____ is an improvement over the simple random sampling. This method needs the complete information about the population.
 A Non probability samples B Systematic sampling
 C Simple random sample D All of the above
- 9 A test of a statistical hypothesis, where the region of rejection is on only one side of the sampling distribution called _____.
 A A one-tailed test B A two-tailed test
 C None of these D All of the above
- 10 A _____ is the most basic complete unit of reasoning, a molecule of reason.
 A Analysis B Argument
 C Synthesis D None of these

Part – B (Do as Directed)

(10)

- 1 Define Observation.
- 2 Define Survey Method
- 3 Define Mail survey.
- 4 Define Type I and Type II Errors.
- 5 Define Cluster analysis.
- 6 Define Bivariate statistics.
- 7 SPSS stands for?
- 8 MLA stands for?
- 9 APA stands for?
- 10 Define Empirical research.
