Dr. Babasaheb Ambedkar Open University
Term End Examination December – 2019

Course	**:**	**BBA**	**Date**	**:**	**27-Dec-2019**
Subject Code	**:**	**BBA-304(NEW)**	**Time**	**:**	**11:00am to 02:00pm**
Subject Name	**:**	**Basic of Research Methods**	**Duration**	**:**	**03 Hours**
			Max. Marks	**:**	**70**

Section A

Answer the following (Attempt any three) **(30)**

1. Discuss the guiding considerations in constructing the questionnaire.
2. Which precautions to be taken while writing a research report?
3. Explain the different steps involved in the research process.
4. Differentiate between exploratory and descriptive research design.
5. Explain how to conduct a literature review during a research work.

Section B

Answer the following (Attempt any four) **(20)**

1. Write a short note on: Plagiarism
2. Discuss any two methods of data collections.
3. Discuss the limitations of secondary data collection.
4. Is it necessary to define a research problem? – Why?
5. What are the different types of questions which can be asked in a questionnaire?
6. What do you understand by nominal, ordinal, interval and ratio scales?

Section C

Part – A (Multiple Choice Questions) **(10)**

1 Research includes all of the following except

A Promotion B Validation
C Control D Testing

2 Applied research is directed towards

A Problem solving B Action oriented research
C Real time problems D All of the above

3 The census carried out by government of India is an example of

A Exploratory research B Causal research
C Descriptive research D All of the above

4 Test units are also called

A Independent variables B Experiment
C Treatment D All of the above are false

5 In comparison to primary data, secondary data can be called

A Rapidly and easily B At a relatively low cost
C In a short time with less effort D All of the above

6 A multiple question in which a person can select more than one response category is called

A Dichotomous question
B Likert scale question
C Ambiguous question
D Checklist

7 Which of the following gives the measure of contingency of data?

A Mean
B Standard deviation
C Mode
D Median

8 _____ can be used to display the steps or components of a process.

A Pie charts
B Pictographs
C Flow charts
D Histograms

9 Which of the following is referencing style used for writing research paper or thesis?

A APA
B IPA
C CPA
D RPA

10 Qualitative research

A Is essentially the same as quantitative research
B Generally employs rigorous mathematical analysis
C Is subjective in nature
D Is objective in nature

Part – B (Do as Directed) **(10)**

State Weather the Following Statement are True or False

1 In simple random sampling design each element of population has equal and known chance of being selected in the sample.
2 Samples are less expensive than population.
3 After collecting the data from respondents, the researcher can sell this data to private agency.
4 Full form of IPR is Intelligent Property Rights.
5 If you were to select your favorite holiday destination and what are the reasons for this- would be an open ended question in questionnaire.
6 A technique in which a single respondent is questioned one-on-one by a highly skilled interviewer to uncover underlying motivations, beliefs, attitudes and feelings on a topic is called focus group.
7 A descriptive study attempts to capture a population's characteristics by making inferences from a sample's characteristics and testing the resulting hypothesis.
8 An ex-post facto study explains what happened to a measured variable after-the-fact.
9 Telephone interview is an example of a monitoring study.
10 Studies that are conducted in the field occur under actual environmental conditions.