

2025

BUSINESS ADMINISTRATION – HONOURS

Paper : BBAA-505-M 5

(Research Methodology - I)

Full Marks : 75

The figures in the margin indicate full marks.

*Candidates are required to give their answers in their own words
as far as practicable.*

Group - A

1. Answer *any ten* questions : 2×10

- (a) Define population and sample.
- (b) Give two examples of projective techniques.
- (c) What is nominal scale? Give an example.
- (d) What is the purpose of questionnaire in research?
- (e) What is confidence interval?
- (f) What is problem formulation in research?
- (g) State any two objectives of research.
- (h) Distinguish between parameter and statistic.
- (i) Define sampling distribution.
- (j) What is a simple random sampling?
- (k) What is meant by secondary data?
- (l) What is a semantic differential scale? Give an example.
- (m) What is point estimation?
- (n) What is the purpose of a Literature Review?
- (o) What is a research proposal?

Group - B

2. Answer *any five* questions : 5×5

- (a) Explain the relevance of research in managerial decision-making.
- (b) Differentiate between a management decision problem and a research problem with appropriate examples.

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- (c) Describe the essential components of a research proposal.
- (d) Mention the criteria of a good estimator.
- (e) A random sample of 400 firms was taken to find out the average sale per customer. The sample mean was found to be ₹ 900 and the standard deviation ₹ 200. Construct an interval estimate of the population mean with the confidence level of 95 per cent [$Z=1.96$].
- (f) The mean age of employees in a population is 38 years and the population standard deviation is 6 years.
 - (i) If the Simple Random Sample of 100 employees is drawn, what is the standard error of the sample mean?
 - (ii) If the sample size is reduced to 36 employees, what will be the standard error of the sample mean?
- (g) Differentiate between Observation and Survey as primary data collection methods, highlighting when each is most appropriate.
- (h) Mention the merits and drawbacks of telephonic interviews.

Group - C

Answer *any three* questions.

- 3. An online marketplace wants to improve customer experience after receiving low ratings on delivery and support services. Illustrate how as a researcher you would execute all steps in the research process to study customer experience issues and suggest actionable solutions. 10
 - 4. Differentiate between comparative and non-comparative scaling techniques. Explain paired comparison, rank order and constant sum scale using appropriate examples. 3+7
 - 5. (a) What is a focus group? Mention its advantages and limitations.
(b) Differentiate between open-ended and closed-ended questions using appropriate examples. 6+4
 - 6. Discuss non-probability sampling methods and their suitability in business research. 10
 - 7. Define research design and mention its purpose. Differentiate between exploratory, descriptive and casual research designs using suitable examples. 4+6
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