



'समानो मन्त्रः समितिः समानी'

UNIVERSITY OF NORTH BENGAL

BBA Honours 6th Semester Examination, 2023

CC14-BBA (602)

BUSINESS RESEARCH METHODS AND PROJECT WORK

Time Allotted: 2 Hours

Full Marks: 50

The figures in the margin indicate full marks.

GROUP-A

Answer any *three* questions from the following

10×3 = 30

1. What is the difference between sampling and census? Explain the various factors to be considered in choosing the appropriate sampling method. 3+7
2. What is a research problem? Discuss the main issues which should receive the attention of a researcher in formulating a research problem. 3+7
3. What are the essential characteristics of a good research report? Describe the precautions that the researcher should take while interpreting the findings. 4+6
4. Discuss different methods of collecting qualitative and quantitative data with the help of suitable examples. 10
5. "Scaling describes the procedure by which numbers are assigned to various degrees of opinion, attitude, and other concepts." Discuss the statement citing examples of the different types of measurement scales. 10

GROUP-B

6. Answer any *two* questions of the following: 5×2 = 10
 - (a) Management of Hotel Taj, Lucknow is interested in determining the percentage of the hotel's guests who stay for more than 3 days. The reservation manager wants to be 95 per cent confident that the percentage has been estimated to be within $\pm 3\%$ of the true value. What is the required sample size for this problem? [Given, for the value of $p = 0.05$. Standard Normal Variate, $Z = 1.96$] 5
 - (b) The mean of a certain production process is known to be 50 with a standard deviation of 2.5. The production manager may welcome any change in mean value towards the higher side but would like to safeguard against decreasing values of the mean. He takes a sample of 12 items that gives a mean value of 48.5. What inference should the manager take for the production process based on the sample results? Use a 5 per cent level of significance for the purpose. 5

- (c) The manager of a fast-food chain is interested in the effect of coupons on sales. He collected sales data from ten fast-food restaurants under his supervision. The sales numbers are for June, when the coupons are in effect, and for July when there are no coupons. 5

Restaurant	A	B	C	D	E	F	G	H	I	J
June	145	156	143	155	162	159	160	149	162	144
July	132	160	131	132	160	159	165	152	153	140

Do the data support the hypothesis that coupons make a difference? Use a 5% level of significance.

- (d) Six hundred students from the campus are asked whether they agree with the new tuition policy. Their opinions are summarized in the following table: 5

Class Year	Agree	No	Disagree
Freshman	70	40	60
Sophomore	70	50	60
Junior	60	50	40
Senior	50	30	20

Can you argue that the students' opinions for the new tuition policy are independent of their class year? Use a 5% level of significance.

GROUP-C

7. Answer any *five* questions of the following: 2×5 = 10
- (a) Define non-parametric test.
 - (b) What is a dichotomous question?
 - (c) What do you mean by construct?
 - (d) Define the term research hypothesis.
 - (e) What is stratified random sampling?
 - (f) Differentiate between rating and ranking scale.
 - (g) What is applied research?
 - (h) What is pilot study?

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