UNIVERSITY OF NORTH BENGAL
BBA Honours 6th Semester Examination, 2022

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. Define Business Research. What are the major components of a good research   2+8 = 10
    study? Explain with examples.

2. What is a research methodology? Describe the factors to be clearly outlined in   2+8 = 10
    the scheme of a proposed methodology for a given research proposal.

3. List out the different methods of collecting primary data to conduct business   10
    research along with their advantages and disadvantages.

4. Discuss various methods of probability and non-probability sampling.   10

5. Discuss the importance of a Report writing. What should be ideal structure of a   2+5+3=10
    research report? What is the role of referencing in a research report?

GROUP-B

6. Answer any *two* questions of the following: 5×2 = 10

(a) Before and after advertisement sales of twelve retail stores have been given   5
    below

Retail Store	A	B	C	D	E	F	G	H	I	J	K	L
Before Adv:	16	10	10	13	12	11	17	8	17	12	14	19
After Adv:	14	16	13	17	12	10	21	13	16	23	19	25

You are required to conduct a statistical test and verify if the advertisement is
effective.

(b) A researcher is willing to estimate the population mean μ with an acceptable   5
    error of ± 2 with 95% confidence. What should be his sample size? Given the
    population, SD is equal to 8.

(c) On a certain number of plots four different brands of fertilizers and five different breeds of seeds were randomly applied. Following are the numbers representing the quantity of production, expressed in terms of quintal, obtained under different experimental conditions. 5

Fertilizer Brands

		A	B	C	D
	I	24	26	26	28
Seed Variety	II	27	27	30	32
	III	26	30	34	30
	IV	26	27	31	32
	V	32	30	34	32

Test if the difference in yield can be ascribed to the category of fertilizer used.

(d) The following table gives the number of Good and Defective parts produced by each of three shifts in a Jute Factory in Malda: 5

Shift	Good	Defective
Morning	900	130
Evening	700	170
Night	400	200

Is there any association between the shift and the quality of parts produced at significance level 0.05?

GROUP-C

7. Answer any *five* questions of the following: $2 \times 5 = 10$

(a) What is sampling frame?

(b) What is standard error?

(c) Distinguish between ratio scale and interval scale.

(d) Define Attributes and Variables.

(e) What do you mean by Bibliography?

(f) Define Degrees of Freedom.

(g) What is one tailed test?

(h) Distinguish between Type I error and Type II error.

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