

Roll No.-----

**Paper Code**

**3 5 2**

(To be filled in the  
OMR Sheet)

प्रश्नपुस्तिका क्रमांक  
Question Booklet No.

O.M.R. Serial No.

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प्रश्नपुस्तिका सीरीज  
Question Booklet Series

**C**

## **BBA (Fourth Semester) Examination, July-2022**

**BBA-405(N)**

### **Research Methodology**

**Time : 1:30 Hours**

**Maximum Marks-100**

**जब तक कहा न जाय, इस प्रश्नपुस्तिका को न खोलें**

- निर्देश : —**
1. परीक्षार्थी अपने अनुक्रमांक, विषय एवं प्रश्नपुस्तिका की सीरीज का विवरण यथास्थान सही- सही भरें, अन्यथा मूल्यांकन में किसी भी प्रकार की विसंगति की दशा में उसकी जिम्मेदारी स्वयं परीक्षार्थी की होगी।
  2. इस प्रश्नपुस्तिका में 100 प्रश्न हैं, जिनमें से केवल 75 प्रश्नों के उत्तर परीक्षार्थियों द्वारा दिये जाने हैं। प्रत्येक प्रश्न के चार वैकल्पिक उत्तर प्रश्न के नीचे दिये गये हैं। इन चारों में से केवल एक ही उत्तर सही है। जिस उत्तर को आप सही या सबसे उचित समझते हैं, अपने उत्तर पत्रक (O.M.R. ANSWER SHEET) में उसके अक्षर वाले वृत्त को काले या नीले बाल प्वाइंट पेन से पूरा भर दें। यदि किसी परीक्षार्थी द्वारा किसी प्रश्न का एक से अधिक उत्तर दिया जाता है, तो उसे गलत उत्तर माना जायेगा।
  3. प्रत्येक प्रश्न के अंक समान हैं। आप के जितने उत्तर सही होंगे, उन्हीं के अनुसार अंक प्रदान किये जायेंगे।
  4. सभी उत्तर केवल ओ०एम०आर० उत्तर पत्रक (O.M.R. ANSWER SHEET) पर ही दिये जाने हैं। उत्तर पत्रक में निर्धारित स्थान के अलावा अन्यत्र कहीं पर दिया गया उत्तर मान्य नहीं होगा।
  5. ओ०एम०आर० उत्तर पत्रक (O.M.R. ANSWER SHEET) पर कुछ भी लिखने से पूर्व उसमें दिये गये सभी अनुदेशों को सावधानीपूर्वक पढ़ लिया जाय।
  6. परीक्षा समाप्ति के उपरान्त परीक्षार्थी कक्ष निरीक्षक को अपनी ओ०एम०आर० शीट उपलब्ध कराने के बाद ही परीक्षा कक्ष से प्रस्थान करें।
  7. निगेटिव मार्किंग नहीं है।
- महत्वपूर्ण : —** प्रश्नपुस्तिका खोलने पर प्रथमतः जाँच कर देख लें कि प्रश्नपुस्तिका के सभी पृष्ठ भलीभाँति छपे हुए हैं। यदि प्रश्नपुस्तिका में कोई कमी हो, तो कक्ष निरीक्षक को दिखाकर उसी सीरीज की दूसरी प्रश्नपुस्तिका प्राप्त कर लें।

**K-352**



1. A leptokurtic graph will have a tall peak and thin shape:  
(A) True  
(B) False  
(C) Can't say  
(D) None of these
2. If the graph is purely symmetrical the skewness is:  
(A) One  
(B) Zero  
(C) Double  
(D) None of these
3. If the graph is not symmetrical it can be called as:  
(A) Un-skewed  
(B) Skewed  
(C) Normal  
(D) None of these
4. In a pie chart the total area is represented by:  
(A) 360-degree  
(B) 270- degree  
(C) 180- degree  
(D) None of these
5. In line graphs, values of dependent variables are taken on the \_\_\_\_\_.  
(A) X- axis  
(B) Y-axis  
(C) Base line  
(D) None of these

6. If the area of a circle is divided in two different sectors representing different categories such that the angle of each sector is proportional to the frequency of corresponding category, it is called a \_\_\_\_\_.  
(A) Pie chart  
(B) Bar chart  
(C) Stacked bar chart  
(D) Multiple bar chart
7. The diagram drawn for presenting the data in picture form is called \_\_\_\_\_.  
(A) Chart  
(B) Frequency polygon  
(C) Pie chart  
(D) Pictogram
8. Sample measurements are called \_\_\_\_\_.  
(A) Parameters  
(B) Statistics  
(C) Estimates  
(D) Hypotheses
9. Population measurements are called \_\_\_\_\_.  
(A) Parameters  
(B) Statistics  
(C) Estimates  
(D) Hypotheses
10. Where the sample size is less than 30 \_\_\_\_\_ is used.  
(A) F-Test  
(B) Z-Test  
(C) T-Test  
(D) U-Test

11. In testing of hypothesis, if the null hypothesis is rejected \_\_\_\_\_ hypothesis is accepted.
- (A) Alternative
  - (B) Relational
  - (C) New
  - (D) None of these
12. Rejecting a true null hypothesis is committing a \_\_\_\_\_.
- (A) Type-I error
  - (B) Type-II error
  - (C) Type-III error
  - (D) Sampling error
13. In Chi-Square test 'E' refers to:
- (A) Observed Frequency
  - (B) Expected Frequency
  - (C) Obtainable Frequency
  - (D) Offered value
14. In Chi-Square test 'O' refers to:
- (A) Observed Frequency
  - (B) Only Frequency
  - (C) Obtainable Frequency
  - (D) Offered value
15. \_\_\_\_\_ is defined as the square-root of the average of the squared deviation from the mean.
- (A) Range
  - (B) Standard deviation
  - (C) Skewness
  - (D) Geometric mean

16. Level of Significance is denoted by:
- (A)  $\alpha$  – alpha
  - (B) r
  - (C) d
  - (D) None
17. Degree of freedom (table data) is calculated as:
- (A)  $d=(r-1)(c-1)$
  - (B)  $d=(r+1)(c+1)$
  - (C)  $d=(r-2)(c-2)$
  - (D) None
18. ANOVA is based on \_\_\_\_\_.
- (A) T-test
  - (B) Z-test
  - (C) F-test
  - (D) None
19. \_\_\_\_\_ is a measure of central tendency.
- (A) Mean
  - (B) Standard deviation
  - (C) Mean deviation
  - (D) Range
20. Full form of ANOVA is \_\_\_\_\_.
- (A) Attribute of variance
  - (B) Analysis of variance
  - (C) Analysis of variable
  - (D) None

21. The method helps to predict the unknown values of one variable from the known values of another Variable are called analysis:
- (A) Correlation
  - (B) Regression
  - (C) Anova
  - (D) Cluster
22. When the next sample is taken by asking the respondents to share about more respondents with similar characteristics such sampling technique is called as \_\_\_\_\_.
- (A) Ice ball
  - (B) Snow ball
  - (C) Ice berg
  - (D) None
23. The list of respondents is also called as:
- (A) Population
  - (B) Sampling Frame
  - (C) Universe
  - (D) None
24. The sample in research is a subset of:
- (A) Population
  - (B) Subject
  - (C) Universe
  - (D) None
25. The population in research is a subset of:
- (A) Sample
  - (B) Subject
  - (C) Universe
  - (D) None

26. The respondent targeted in an observation is also called as \_\_\_\_\_.  
(A) Target  
(B) Subject  
(C) Universe  
(D) None
27. A list of special terms and phrases used is given in the form of a \_\_\_\_\_.  
(A) Glossary  
(B) Bibliography  
(C) Appendix  
(D) Reference
28. A treatise on a single subject is called a \_\_\_\_\_.  
(A) Monograph  
(B) Thesis  
(C) Dissertation  
(D) Report
29. Reporting means \_\_\_\_\_ through reports.  
(A) Asking  
(B) Answering  
(C) Communicating  
(D) Stating
30. The respondent/ subject is aware about the purpose in \_\_\_\_\_ observation.  
(A) Disguised  
(B) Non-disguised  
(C) Both  
(D) None



31. Observation can be done in a \_\_\_\_\_ manner.
- (A) Participatory
  - (B) Non-Participatory
  - (C) Both
  - (D) None
32. The smallest and the largest possible measurements in each class are known as class \_\_\_\_\_.
- (A) Boundaries
  - (B) Interval
  - (C) Limits
  - (D) Mark
33. The value exactly at the middle of a class interval is called \_\_\_\_\_.
- (A) Mid value
  - (B) Class mark
  - (C) Limits
  - (D) Both (A) & (B)
34. A curve showing mean, media and mode at the same point is:
- (A) Normal curve
  - (B) Demand curve
  - (C) Parabola
  - (D) Ellipse
35. A/An \_\_\_\_\_ is an expression of gratitude
- (A) Appendix
  - (B) Acknowledgement
  - (C) Reference List
  - (D) Bibliography

36. A comprehensive listing of the work relevant to the study:
- (A) Index
  - (B) Glossary
  - (C) Reference List
  - (D) Bibliography
37. A review of literature is done to find research \_\_\_\_\_.
- (A) Design
  - (B) Method
  - (C) Gap
  - (D) Reference List
38. Report presented for a project yet to be completed is called as \_\_\_\_\_.
- (A) Summary
  - (B) Technical
  - (C) Interim
  - (D) Public
39. List includes letters, questionnaires, tests or other tools used in collecting the data:
- (A) Appendix
  - (B) Glossary
  - (C) Literature cited
  - (D) Bibliography
40. The number of observations falling within a particular class interval is called its class \_\_\_\_\_.
- (A) Frequency
  - (B) Interval
  - (C) Limits
  - (D) Mark

41. The report prepared for a laymen:
- (A) Technical
  - (B) Popular
  - (C) General
  - (D) Specific
42. The categorical data is also known as \_\_\_\_\_.
- (A) Interval
  - (B) Ordinal
  - (C) Ranking
  - (D) Nominal data
43. \_\_\_\_\_ is a systematic way of assigning numbers or names to objects and their attributes.
- (A) Measurement
  - (B) Classification
  - (C) Scaling
  - (D) Tabulation
44. There are \_\_\_\_\_ primary scales of measurement.
- (A) One
  - (B) Two
  - (C) Three
  - (D) Four
45. A \_\_\_\_\_ is a list of the sources used by the researcher to get information for research report.
- (A) Bibliography
  - (B) Content
  - (C) Appendix
  - (D) None of these

46. The report prepared for an export:
- (A) Technical
  - (B) Popular
  - (C) General
  - (D) Specific
47. When the study is related with more than two variables it is termed as \_\_\_\_ analysis.
- (A) Bivariate
  - (B) Multivariate
  - (C) Casual analysis
  - (D) Uni-dimensional
48. \_\_\_\_\_ is the most common measure of central tendency.
- (A) Mode
  - (B) Median
  - (C) Mean
  - (D) Range
49. \_\_\_\_\_ is the middle value in the distribution when it is arranged in descending or ascending order.
- (A) Mode
  - (B) Mean
  - (C) Median
  - (D) Range
50. If the study is related to one variable it is called \_\_\_\_\_ analysis.
- (A) Bi-variate
  - (B) Correlation
  - (C) Casual analysis
  - (D) Uni-variate

51. In statistics, a \_\_\_\_\_ is a graphical display of tabulated frequencies.
- (A) Histogram
  - (B) Bar diagram
  - (C) Diagram
  - (D) None of these
52. \_\_\_\_\_ is the process of summarizing raw data and displaying it in a compact form for further analysis.
- (A) Classification
  - (B) Coding
  - (C) Tabulation
  - (D) Editing
53. \_\_\_\_\_ is the process of assigning figures or other symbols to answers so that responses can be put into a limited number of categories or classes.
- (A) Editing
  - (B) Coding
  - (C) Tabulation
  - (D) Classification
54. \_\_\_\_\_ helps to make the data accurate, consistent with the intent of the question and other information in the survey, and to see the data is complete in all respects.
- (A) Coding
  - (B) Tabulation
  - (C) Editing
  - (D) Classification
55. Data processing consists of \_\_\_\_\_ coding and tabulation.
- (A) Classification
  - (B) Entry
  - (C) Editing
  - (D) None of these

56. \_\_\_\_\_ questionnaire contain definite, fix and direct questions.
- (A) Unstructured
  - (B) Structured
  - (C) Closed form
  - (D) None of these
57. These questions are also called fixed alternative questions:
- (A) Open ended
  - (B) Closed
  - (C) Both
  - (D) Open response-option
58. A questionnaire is a devise that is most frequently used in collecting \_\_\_\_\_ data.
- (A) Secondary
  - (B) Primary
  - (C) Both
  - (D) None of these
59. This type of scale makes extensive use of words rather than numbers:
- (A) Semantic
  - (B) Likert
  - (C) Rating
  - (D) Numerical
60. Scale is used to draw out a yes or no answer:
- (A) Likert
  - (B) Rating
  - (C) Dichotomous
  - (D) Category

61. Type of scale that places events in an order:
- (A) Nominal
  - (B) Ordinal
  - (C) Interval
  - (D) Ratio
62. The term is used to indicate measuring of something:
- (A) Scaling
  - (B) Ratio
  - (C) Rating
  - (D) None of these
63. Which of the following scale is a type of comparative scale?
- (A) Semantic differential
  - (B) Constant sum
  - (C) Likert
  - (D) None
64. Which of the following scale is not a type of comparative scale?
- (A) Semantic differential
  - (B) Constant sum
  - (C) Likert
  - (D) Both (A) and (C)
65. In business research, attitudinal data obtained from rating scales are often treated as \_\_\_\_\_ data.
- (A) Nominal
  - (B) Ordinal
  - (C) Interval
  - (D) Ratio

66. Which of the statistics is not permissible with nominally scaled data?
- (A) Chi square
  - (B) Median
  - (C) Range
  - (D) Both (B) & (C)
67. Positions of students based on their marks is an example of:
- (A) Nominal
  - (B) Ordinal
  - (C) Interval
  - (D) Ratio
68. \_\_\_\_\_ is the continuum upon which measured objects are located.
- (A) Ranking
  - (B) Measurement
  - (C) Scale
  - (D) Rating
69. \_\_\_\_\_ variables are undesirable because they add error to an experiment.
- (A) Dependent
  - (B) Extraneous
  - (C) Independent
  - (D) None of these
70. The \_\_\_\_\_ method involves a complete enumeration of all units of the population or universe.
- (A) Census
  - (B) Sample
  - (C) Both (A) & (B)
  - (D) None of these



71. \_\_\_\_\_ surveys are used to gather information on a population at a single point in time.
- (A) Cross-sectional
  - (B) Historical
  - (C) Longitudinal
  - (D) None of these
72. If the independent variable is not manipulated, is called \_\_\_\_\_ hypothesis testing research.
- (A) Non-experimental
  - (B) Experimental
  - (C) Working
  - (D) None of these
73. Research \_\_\_\_\_ is the blue print for the study.
- (A) Variable
  - (B) Problem
  - (C) Design
  - (D) None of these
74. Under \_\_\_\_\_ sampling method the population or universe is divided into number of clusters or large groups.
- (A) Restricted
  - (B) Random route
  - (C) Cluster
  - (D) None of these
75. Probability sampling is also known as \_\_\_\_\_ sampling.
- (A) Chance
  - (B) Non random
  - (C) Restricted
  - (D) None of these

76. A \_\_\_\_\_ design is a definite plan for obtaining a sample from a given population.
- (A) Research
  - (B) Sampling
  - (C) Popular
  - (D) None of these
77. \_\_\_\_\_ Data can be obtained by communication or by observation.
- (A) Secondary
  - (B) Primary
  - (C) Sample
  - (D) None of these
78. \_\_\_\_\_ often is used to measure causality.
- (A) Experiment
  - (B) Survey
  - (C) Research design
  - (D) None of these
79. Surveys gather data over a period of time:
- (A) Cross-sectional
  - (B) Longitudinal
  - (C) Sample
  - (D) None of these
80. \_\_\_\_\_ are the variables that may have some affects upon a dependent variable but yet are not independent Variables.
- (A) Dependent Variables
  - (B) Independent Variables
  - (C) Extraneous variables
  - (D) None of these

81. If one variable depend upon another variable is termed as a \_\_\_\_\_ variable.
- (A) Independent
  - (B) Dependent
  - (C) Extraneous
  - (D) None of these
82. Blueprint of study of a research is called the \_\_\_\_\_.
- (A) Research design
  - (B) Research method
  - (C) Research procedure
  - (D) Research problem
83. Correctly defining the problem is the essentially the \_\_\_\_\_ step in the business research process.
- (A) First
  - (B) Second
  - (C) Third
  - (D) Last
84. Secondary data analysis is another form of research:
- (A) Situational
  - (B) Causal
  - (C) Descriptive
  - (D) Exploratory
85. A \_\_\_\_\_ study is a small scale preliminary study conducted before the actual research, in order to check the feasibility or to improve the design of the research.
- (A) Preliminary
  - (B) Secondary
  - (C) Case
  - (D) Pilot

86. \_\_\_\_\_ research is non-conclusive.
- (A) Descriptive
  - (B) Exploratory
  - (C) Applied
  - (D) Action
87. \_\_\_\_\_ research is also known as fundamental research.
- (A) Pure
  - (B) Exploratory
  - (C) Applied
  - (D) Action
88. A \_\_\_\_\_ is a statement about observable phenomena that may be judged as true or false.
- (A) Definition
  - (B) Concept
  - (C) Proposition
  - (D) Hypothesis
89. \_\_\_\_\_ research is based on cause and effect of a phenomenon.
- (A) Formulative
  - (B) Causal
  - (C) Descriptive
  - (D) None of these
90. A hypothesis is a \_\_\_\_\_ about the predicted relationships among independent and dependent variable.
- (A) Statement
  - (B) Conclusion
  - (C) Prediction
  - (D) None of these

91. Research deals with practical problems at hand:
- (A) Basic
  - (B) Exploratory
  - (C) Applied
  - (D) Experimental
92. \_\_\_\_\_ research is mainly concerned with generalizations and with the formulation of a theory.
- (A) Basic
  - (B) Exploratory
  - (C) Applied
  - (D) Experimental
93. The \_\_\_\_\_ research is a preliminary study of a new problem about which the researcher has little or no knowledge.
- (A) Basic
  - (B) Exploratory
  - (C) Applied
  - (D) Experimental
94. The major use of \_\_\_\_\_ research is explanation of the state of affairs, as it exists at present.
- (A) Formulative
  - (B) Casual
  - (C) Descriptive
  - (D) None of these
95. The \_\_\_\_\_ study is always adopted where only little knowledge or information about a problem is available.
- (A) Situational
  - (B) Causal
  - (C) Descriptive
  - (D) Exploratory

96. The Kelvin scale of measuring temperature is a \_\_\_\_\_.  
(A) Nominal  
(B) Ordinal  
(C) Interval  
(D) Ratio
97. Scale having an absolute zero point:  
(A) Nominal  
(B) Ordinal  
(C) Interval  
(D) Ratio
98. This scale is the highest level of measurement scales:  
(A) Nominal  
(B) Ordinal  
(C) Interval  
(D) Ratio
99. Students in a class will be ranked on the \_\_\_\_\_ scale.  
(A) Nominal  
(B) Ordinal  
(C) Interval  
(D) Ratio
100. Age of the respondent is measured on the basis of \_\_\_\_\_ scale.  
(A) Nominal  
(B) Ordinal  
(C) Interval  
(D) Ratio

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## **Rough Work / रफ कार्य**

**DO NOT OPEN THE QUESTION BOOKLET UNTIL ASKED TO DO SO**

1. Examinee should enter his / her roll number, subject and Question Booklet Series correctly in the O.M.R. sheet, the examinee will be responsible for the error he / she has made.
  2. **This Question Booklet contains 100 questions, out of which only 75 Question are to be Answered by the examinee. Every question has 4 options and only one of them is correct. The answer which seems correct to you, darken that option number in your Answer Booklet (O.M.R ANSWER SHEET) completely with black or blue ball point pen. If any examinee will mark more than one answer of a particular question, then the answer will be marked as wrong.**
  3. Every question has same marks. Every question you attempt correctly, marks will be given according to that.
  4. Every answer should be marked only on Answer Booklet (O.M.R ANSWER SHEET). Answer marked anywhere else other than the determined place will not be considered valid.
  5. Please read all the instructions carefully before attempting anything on Answer Booklet **(O.M.R ANSWER SHEET)**.
  6. After completion of examination, please hand over the **O.M.R. SHEET** to the Examiner before leaving the examination room.
  7. There is no negative marking.
- Note:** On opening the question booklet, first check that all the pages of the question booklet are printed properly in case there is an issue please ask the examiner to change the booklet of same series and get another one.