

TDC Even Semester Exam., 2019

BUSINESS ADMINISTRATION

( 4th Semester )

Course No. : BBAE-401

( Research Methodology )

*Full Marks : 50*

*Pass Marks : 17*

*Time : 2 hours*

*The figures in the margin indicate full marks  
for the questions*

Answer **five** questions, taking **one** from each Unit

UNIT—I

1. Discuss the characteristics of business research. 10
2. How does descriptive research differ from experimental research? 10

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( Turn Over )

UNIT—II

3. What do you mean by hypothesis? Discuss the steps involved in hypothesis testing. 4+6=10
4. Why is statement of problem necessary in starting a research? Discuss. 10

UNIT—III

5. Discuss the different measures of central tendency and dispersion. 10
6. Write short notes on the following : 5×2=10
  - (a) Correlation
  - (b) Regression

UNIT—IV

7. Discuss the different sampling techniques known to you. 10
8. Define probability. What do you mean by mutually exclusive events and mutually exhaustive events? 4+6=10

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( Continued )

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UNIT—V

9. Discuss the steps of research report writing. 10
10. What are the features of good research reports? Discuss. 10

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