

Code : 302405

(2)

BBA 4th Semester Exam., 2018

SOCIAL AND MARKETING RESEARCH
METHOD

Time : 3 hours

Full Marks : 60

Instructions :

- (i) The marks are indicated in the right-hand margin.
- (ii) There are **SEVEN** questions in this paper.
- (iii) Attempt **FIVE** questions in all.
- (iv) Question Nos. 1 and 2 are compulsory.

1. Answer any six of the following : $2 \times 6 = 12$

- (a) What are the differences of validity and reliability?
- (b) What are descriptive statistics and how are they used?
- (c) What points do you need to keep in mind when you design a questionnaire for a mail survey?
- (d) What is the difference between a sample and a population and why are samples important?

(Turn Over)

- (e) What are some of the different types of sampling?
- (f) What is the difference between research methods and research methodology?
- (g) What is T-test? Discuss.
- (h) What is a null hypothesis and why is it important?
- (i) What is the relationship between independent and dependent variables?

2. Answer any three of the following : $4 \times 3 = 12$

- (a) What are the characteristics and diversities of Indian culture? Discuss.
- (b) How would you design a questionnaire? Give with examples.
- (c) What is a review of the literature and why is it important?
- (d) Distinguish between primary and secondary data. Explain any three methods of collecting primary data using examples wherever possible.
- (e) What are hypotheses and how do they fit into the scientific method?

3. Data collection is the backbone of business research. Discuss about the various techniques used for data collection. 12
4. What is meaning of probability sampling? Discuss about simple random sampling, systematic sampling and stratified sampling. 12
5. What is a dependent variable and what does the researcher need to be careful about when selecting and using dependent variables? 12
6. How do I decide whether to use the mean, mode or median as a measure of central tendency? 12
7. What is chi-square test? Explain the significance in statistical analysis of any research problem. 12

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