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BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.)
B.B.A. IN LOGISTICS AND SUPPLY CHAIN MANAGEMENT/
B.B.A. IN AVIATION MANAGEMENT
EXAMINATION: MAY - 2025
SEMESTER - IV
Sub.: Research Methodology (BBA23-AVLS 411)

Date : 20/05/2025	Total Marks : 60	Time: 10.00 am To 12.30 pm
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Instructions: 1) All questions are compulsory.
2) Figures to the right indicate full marks.

Q. 1. Choose the most appropriate option. (05)

1. A questionnaire should avoid:
a) Clear questions
b) Double-barreled questions
c) Simple language
d) Logical sequence
2. Primary data is collected through:
a) Newspapers
b) Company reports
c) Surveys and interviews
d) Government publications
3. Which is a comparative scaling technique?
a) Likert scale
b) Semantic differential
c) Paired comparison
d) Stapel scale
4. Editing in data preparation is meant to:
a) Interpret the data
b) Check errors and omissions
c) Formulate hypotheses
d) Format the report
5. A good research report must include:
a) Only results
b) Only references
c) Objective findings and conclusions
d) Personal opinions

Q. 2. State True / False (05)

1. Research methodology focuses only on statistical tools.
a) True
b) False
2. Stratified sampling is a type of probability sampling.
a) True
b) False
3. Observation is not a valid method of collecting primary data.
a) True
b) False
4. Interval scales have meaningful zero points.
a) True
b) False
5. Likert scale is used for measuring attitudes
a) True
b) False

Q. 3. Write Short notes on (Any Three) (15)

1. Levels of Measurement: Nominal vs Ordinal
2. Guidelines for Developing a Good Questionnaire
3. Coding in Data Preparation

4. Importance of Report Format in Research
5. Non-sampling Errors

Q. 4. Answer in detail (Any Two) (20)

1. Explain the process of research and discuss its various steps in detail.
2. Discuss the different types of research designs with suitable examples.
3. Compare and contrast probability and non-probability sampling techniques.
4. Describe various methods of primary and secondary data collection.

Q. 5. Case study (15)

A researcher conducts a survey on employee satisfaction across three different departments using a Likert scale questionnaire. However, during analysis, they find inconsistent and missing responses.

Questions:

- What steps should the researcher take in data preparation?
- How should the questionnaire have been designed to reduce such errors?
- Suggest how cross-tabulation in Excel could help in analysis
