



UTTARAKHAND OPEN UNIVERSITY, HALDWANI (NAINITAL)

BBA Fourth Semester

Last date of Submission-15th June, 2012

Programme Code- BBA

Maximum Marks-40

Course Code: BBA -404

Course Name- Business Research Methods

Session: 2011-12 (Summer)

Section-A

Section 'A' contains 08 short answer type questions of 5 marks each. Learners are required to answer 4 questions only. Answers of short answer-type questions must be restricted to 250 words approximately.

Briefly discuss the following-

1. Research Design
2. Non- Probability Sampling
3. Informational Report
4. Summated Scale
5. Poisson Distribution
6. Principle of Randomization
7. Latin Square Design
8. Chi-Square Analysis

Section-B

Section 'B' contains 04 long answer-type questions of 10 marks each. Learners are required to answer 02 questions only.

1. Discuss probability and non-probability sampling techniques.
2. What are the precautions that you will take while writing a research report?
3. A factory produces items, each weighing 5kg with variance 4. Can a random sample of size 900 with mean weight 4.45 kg be justified as having been taken from this factory?
4. The following data shows the number of Nano cars sold by a dealer in Haridwar during the 12 months of 2011.

S. No.	Months	Cars Sold
1	January	52
2	February	48
3	March	57
4	April	60
5	May	55
6	June	62
7	July	54
8	August	65
9	September	70
10	October	80
11	November	90
12	December	75

- (a) Calculate the three months moving average for this data.
- (b) Calculate the five months moving average for this data
- (c) Which one of these two moving averages is a better smoothing technique and why?