

Vidya Vikas Mandal's  
Shree Damodar College of Commerce & Economics, Margao-Goa  
SYBBA, Term VII, End Term Assessment, March 2024

**Business Research Methodology-2 (BBCB034)**

**Duration: 90 minutes**

**Maximum Marks: 25**

- Instructions:**
1. Start each question on a fresh page.
  2. Figures to the right indicate maximum marks.
  3. Answer any 5 questions
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- Q1.** What are the key differentiating factors between Qualitative Research and Quantitative Research. **( 5 marks)**
- Q2.** Samples are used to make inferences about populations. Samples are easier to collect data from because they are practical, cost-effective, convenient and manageable. Explain any 3 types of sampling techniques along with examples. **(5 marks)**
- Q3.** Primary data collection allows researchers to gather data that directly addresses their research questions or objectives. By designing their own data collection methods, researchers can ensure that the information gathered is relevant and tailored to their study. Elucidate on various methods of primary data collection. **(5 marks)**
- Q4.** Mr. Hayden, a lecturer by profession wants to Compare the test scores of students who received tutoring versus those who did not receive tutoring in order to determine if tutoring has a significant effect on test performance. Identify and explain which statistical technique he can use to determine if there is a significant difference. Similarly, interpret any 2 other statistical tools for data analysis along with its purpose and example **(5 marks)**
- Q5.** Mr. Myron is gathering data on topic of "Awareness level of financial literacy amongst household women in Goa". Help him in testing the hypothesis by framing Null and Alternative hypothesis on above topic by considering various dependent and independent variables. Also Illustrate the difference between Null and Alternative Hypothesis. **(5 marks)**
- Q6.** Mr. Sajid received recognition and applause for his well structured research report. Identify the critical elements of research report which Mr. Sajid must have considered while drafting his report. **(5 marks)**