

June 2018

B. B. A. (Hospital Administration) Examination

Fourth Semester

RESEARCH METHODOLOGY

Time 3 Hours]

[Max. Marks 80

Note : Attempt any five questions. All questions carry equal marks.

1. Define Research. Describe the different steps involved in the research process.
2. Which method of data collection is most suitable for conducting enquiry regarding family welfare programme in India? Explain the process with its merits and demerits.
3. Mention the process of conducting one way anova with imaginary figures.
4. Elaborate :
 - (a) The techniques of report writing.
 - (b) Characteristics of a good research report.
 - (c) Bibliography and its importance in context of research report.
5. Differentiate between :
 - (a) Probability and Non Probability Sampling.
 - (b) Descriptive and Exploratory Research.
 - (c) Nominal and Ordinal Scale.
 - (d) Type I and Type II Error.
6. Some students have complained about the quality of food served in the NCT canteen. The College Administration has asked the Research Methodology students to find out the level of satisfaction of the students with the canteen. Write the following :
 - (a) Research Question(s)
 - (b) Research Design
 - (c) Sample Population
 - (d) Hypothesis.
7. A marketing firm producing detergents is interested in studying the consumer behavior in the context of purchase decision of detergents in a specific market. This company is a major player in the detergent market that is characterized by intense competition. It would like to know in particular whether the income level of the consumers influence their choice of the brand. Currently there are four brands in the market. Brand 1 and Brand 2 are the premium brands while Brand 3 and Brand 4 are the economy brands.

A representative stratified random sampling procedure was adopted covering the entire market using income as the basis of selection. The categories that were used in classifying income level are : Lower, Middle, Upper Middle and High. A sample of 600 consumers participated in this study. The following data emerged from the study.

Cross Tabulation of Income versus Brand chosen (Figures in the cells represent number of consumers)

	Brands				Total
	Brand 1	Brand 2	Brand 3	Brand 4	
Income					
Lower	25	15	55	65	160
Middle	30	25	35	30	120
Upper Middle	50	55	20	22	147
Upper	60	80	15	18	173
Total	165	175	125	135	600

Analyze the cross-tabulation data above using Chi-square test of independence and draw your conclusions.

At 5% level of significance the Chi-square value at 7, 8, 9 and 10 dof. are 14.07, 15.50, 16.92 and 18.30 respectively.