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Total No. of Pages : 02

Total No. of Questions : 18

BBA (2014 to 2017) (Sem.-4)
RESEARCH METHODOLOGY
Subject Code : BBA-401
M.Code : 71203

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

1. **SECTION-A** is **COMPULSORY** consisting of **TEN** questions carrying **TWO** marks each.
2. **SECTION-B** consists of **FOUR** Sub-sections : Units-I, II, III & IV.
3. Each Sub-section contains **TWO** questions each, carrying **TEN** marks each.
4. Students have to attempt any **ONE** question from each Sub-section.

SECTION-A

Answer briefly :

1. List different types of research.
2. List factors which influence the choice of a research design.
3. What are non-sampling errors?
4. What is judgmental sampling? Why is it considered better than convenience sampling?
5. What is before and after experimental research design?
6. What is this review of literature? Discuss its role in defining the research problem.
7. Discuss comparative scaling techniques.
8. Differentiate between a questionnaire and a schedule.
9. What is cross tabulation?
10. Outline guidelines for evaluating the report.

SECTION-B

UNIT-I

11. Discuss in detail the process of management research? Outline various factors which influence the research process.
12. Discussed in detail various types of research designs? What are various sources of experimental errors?

UNIT-II

13. Discuss in detail different types of probability sampling. Why is it that probability sampling is referred as compared to nonprobability sampling techniques in research methodology?
14. Differentiate between the following :
 - a. Primary and secondary sources of data
 - b. Observation and survey methods

UNIT-III

15. What are different levels of measurement? Which one is considered best in terms of data analysis flexibility in research? Give examples.
16. Discuss different types of questions which can be asked in a questionnaire? Outline the guidelines for developing a good questionnaire?

UNIT-IV

17. What is the difference between data preparation and analysis? Why a researcher does needs to edit data before doing analysis? Discuss some of the common errors that a researcher looks for during data editing and preparation? Give examples.
18. What are different types of research reports? Discuss the format of or good research report?

NOTE : Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the Student.