Roll No. ☐☐☐☐☐☐☐☐☐☐☐☐☐   Total No. of Pages : 02

Total No. of Questions : 09

BBA   (Sem.–4)

RESEARCH METHODOLOGY

Subject Code : BBA-401

M.Code : 71203

Date of Examination : 13-12-22

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. **Student has to attempt any ONE question from each Sub-section.**

SECTION - A

1. Answer briefly :

   a) Descriptive Research.

   b) Sources of Experimental Errors.

   c) Probability and Non-probability sampling techniques.

   d) Characteristics of a good sample.

   e) Sampling Errors and Non-Sampling Errors.

   f) Levels of Measurement.

   g) Editing and Coding of Data.

   h) One way tabulation and Two way tabulation.

   i) Essentials of a good table.

   j) Different components of a Research Report.

SECTION-B

UNIT-I

2. What do you mean by research? Critically discuss the applicability of research in different areas.

3. What is the relevance of problem identification in research process and what factors should be considered in problem identification.

UNIT-II

4. What are the main sources of secondary data? List its uses and limitations.

5. Write in detail Probability sampling techniques and non-probability sampling techniques. What are its merits and demerits?

UNIT-III

6. ''*Questionnaire introduces relatively less bias than an interviews.*'' Do you agree or disagree? Support your opinion with relevant explanation.

7. How is Likert scale constructed? In what way is this scale better than the differential scales?

UNIT-IV

8. Describe the process of Data Processing. How can you do Editing? How does a researcher handle 'do not know' response? (DNK).

9. Discuss in detail the process of writing a 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.