

Roll No.

Total No. of Pages : 02

Total No. of Questions : 09

BBA (2014 to 2017)/B.SIM/BRDM (2014 & Onwards)/
B.Sc.Business Economics (BBE) (2015 to 2017) (Sem.-4)

RESEARCH METHODOLOGY

Subject Code : BBA-401

M.Code : 71203

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTION 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) Experimental Error
 - b) Objectives of Research
 - c) Stratified Sampling
 - d) Conceptual Versus Empirical Research
 - e) Exploratory Research Design
 - f) Biased Sampling Errors
 - g) Cross Tabulation
 - h) Research Format
 - i) Nominal Data
 - j) Observation Method Vs Survey Method

SECTION-B

UNIT I

2. What is a research problem? Also explain the different types of research.
3. Explain various types of research designs with the help of suitable examples.

UNIT-II

4. Enumerate the different methods of collecting primary data giving atleast one example each.
5. What are the different types of research which are mainly used by researcher? Also explain any one of these types in detail.

UNIT-III

6. Explain main requirements of a good questionnaire.
7. Discuss in detail the different levels of measurement.

UNIT-IV

8. What are the basic requirements of a good research report? Explain with the help of suitable examples.
9. Describe the steps of preparing data for analysis.

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.