

Roll No. 0201857

BBA-405(N)

**B. B. A. (Fourth Semester)
EXAMINATION, May, 2019**

(New Course)

Paper Fifth

RESEARCH METHODOLOGY

Time : Three Hours] [Maximum Marks : 70

Note : Attempt questions from all Sections as directed.

Inst. : The candidates are required to answer only in serial order. If there are many parts of a question, answer them in continuation.

Section—A

(Short Answer Type Questions)

Note : All questions are compulsory. Each question carries 3 marks.

1. Explain the meaning of the following terms :

- (A) Research
- (B) Research Problem
- (C) Research Process
- (D) Research Design
- (E) Data

(B-8) P. T. O.

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- (F) Error
- (G) Census Survey
- (H) Sampling
- (I) Charts
- (J) Hypothesis

Section—B

(Long Answer Type Questions)

Note : Attempt any *two* questions. Each question carries 10 marks.

2. What is a Questionnaire ? What do you mean by coding and decoding in collection of data ?
3. What is primary data and what is secondary data ? What are their comparative advantages and disadvantages ? What are the sources of secondary data ?
4. What are the various types of research ? Which type of research is more suitable for business related research ?
5. What are the features of a good research design ? What are various types of research designs ?

Section—C

(Long Answer Type Questions)

Note : Attempt any *two* questions. Each question carries 10 marks.

6. What do you mean by probability sampling and non-probability sampling ? What are the methods of collecting sampling in both cases ?

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7. There are 60 students in a Class. Out of them 22 are girls and 28 are boys. Their class test result are as follows :

Marks Obtained	Girls	Boys
I Class	14	18
II Class	8	10

Apply Chi-square test to determine girls are more studious than boys.

8. What are various types of report writing ? What is the difference between a technical report and a non-technical report.
9. Write short notes on any *two* of the following :
 - (a) Z test
 - (b) Measurement in Research
 - (c) Large and Small Samples.

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