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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.

