

RESEARCH METHODOLOGY

SUBJECT CODE : BBA-401

Paper ID : A-2371

Roll No _____

Time : 03 Hours

Maximum Marks : 60

Instructions to candidates :

3) Section –A is Compulsory

4) Attempt any one question from each unit in section – B

Section – A

Q1)

(10x2=20)

- a) Define Quota sampling?
- b) State any two disadvantages of method of data collection through mailed questionnaire?
- c) What do you understand by the term research design?
- d) Define 'Ordinal Scale' used in attitude measurement?
- e) What is unstructured questionnaire?
- f) What is editing of data?
- g) What is contained in the 'Cover and Title Page' of the research report?
- h) What do you mean by the term 'sampling error'?
- i) What do you mean by the term 'non-sampling error'?
- j) What is 'Observation Method' of data collection?

Section –B

(4x10)

UNIT-I

Q.2. In the research process why is the problem definition stage probably the most important? What are the key issues that need to be addressed at this stage?

OR

Q.3. Discuss in detail the basic issues addressed in research design?

UNIT-II

Q.4. Under what circumstances you would recommend the following:

i) Non probability sampling

ii) Probability sampling

Also comment on the advantages of sampling over census

OR

Q.5. Define secondary data. State their chief sources and point out the dangers involved in their use and the precautions necessary to use them. Illustrate with examples.

UNIT-III

Q.6. What do you understand by the term attitude and attitude measurement? Which type of managerial research and decisions utilize attitude measurement? Explain with example.

OR

Q.7. Which are the important aspects you will take into account while designing a Questionnaire for a research study.

UNIT-IV

Q.8. Why tabulation is considered essential in a research study? Give the characteristics of a good table.

OR

Q.9. Discuss various types of Research reports and how will you evaluate a research report?

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