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Total No. of Pages: 02
Total No. of Questions: 09

BBA (Sem.-4th)
RESEARCH METHODOLOGY
Subject Code: BBA-401
Paper ID: [A2371]

Time: 3 Hrs.

Max. Marks: 60

INSTRUCTIONS TO CANDIDATE:

- (i) *Section A is compulsory.*
- (ii) *Attempt one question from each unit in Section B*

SECTION-A

(10x2=20)

- Q1) Explain briefly
- a) Applied Research
 - b) Empirical Research
 - c) Exploratory Research Design
 - d) Experimental Research Design
 - e) Treatments
 - f) Cluster sampling
 - g) Reliability
 - h) Cumulative scale
 - i) Bibliography
 - j) How to reduce sampling errors?

SECTION-B

(4x10=40)

UNIT I

- Q2) Define Research. What are its various objectives and characteristics? What is the significance of research in the field of Management? (10)
- Q3) Describe some of the important Research Designs used in experimental hypothesis- Testing research design. (10)

UNIT II

- Q4) What are the various sampling and non sampling errors? Are they present in Census Method ? (10)
- Q5) Explain in detail different sources of Secondary Data. What criteria can be employed to judge the worthiness of Secondary data for a research Study (10)

UNIT III

- Q6) Explain in detail the phases from which a questionnaire design passes. (10)
- Q7) What is the meaning of measurement in Research? What difference does it make whether we measure in terms of nominal, ordinal, internal or ratio scale? Explain with examples. (10)

UNIT IV

- Q8) What are different components of a Report? (10)
- Q9) Explain Editing and Cross Tabulation. (10)

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