

Roll No.

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Total No. of Pages : 02

Total No. of Questions : 09

BBA (2012 & Onward Batches) (Sem.-4)

RESEARCH METHODOLOGY

Subject Code : BBA-401

Paper ID : [A2371]

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

1. **SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.**
2. **SECTIONS-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) Write briefly :

- a) Basic Research
- b) Qualitative Research
- c) Descriptive & Analytical Research
- d) Diagnostic Research Design
- e) Experiment
- f) Random Sampling
- g) Validity
- h) Likert Scale
- i) References
- j) Coding

SECTION-B

UNIT-I

- 2) Explain in detail various steps involved in a Research Process.
- 3) Define Research Design. What are the characteristics of a good Research Design?

UNIT II

- 4) Explain Probability and Non Probability Sampling Techniques.
- 5) What do you mean by data collection through Observation Method and Survey Method? Give their merits and demerits.

UNIT-III

- 6) What are the guiding considerations in the construction of questionnaire? Explain in detail.
- 7) What are different types that are used in measurement? What are the implications of having an arbitrary zero point in interval scale?

UNIT-IV

- 8) Discuss in detail the process of writing a Research Report.
- 9) What is a chart? What are its various types? Explain the steps involved in the creation of a chart.