

Roll No.

[illegible]

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

INSTRUCTION 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. **Explain briefly :**
 - a. Objectives of Research.
 - b. Empirical Research.
 - c. Difference between Probability and non-Probability Sample Technique.
 - d. Likert type Scale.
 - e. Simple and Complex Tabulation.
 - f. Role of Technology in Management Research.
 - g. Bibliography and its importance in Research Report.
 - h. Important Aspects of a questionnaire.
 - i. Research Hypothesis.
 - j. Latin Square Design.

SECTION B

Unit-I

2. Explain the research process in detail.
3. Explain the meaning and significances of a research design.

Unit-II

4. Explain the concept of sampling. Illustrate the procedure of selecting a random sample cluster and Area Sampling.
5. "*It is never safe to take published data at its face value*". Explain the various points which must be considered before using the secondary data. Give examples wherever possible.

Unit-III

6. Explain the essentials of a good questionnaire.
7. Explain along with examples :
 - (a) Comparative Scaling Techniques
 - (b) Non Comparative Scaling Techniques.

Unit-IV

8. What is Data Processing? How do we analyze data? Explain classification and tabulation of data.
9. How do we write a Research Report? Explain the basic guidelines for writing a report.