

Roll No.

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Total No. of Pages : 02

Total No. of Questions : 09

BBA (2012 & Onward Batches) (Sem.-4)
BRDM/(Bachelor in Service Industry Management (SIM) (2014 Batch)

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. Write briefly :

- a) Significance of research.
- b) Distinguish between an experiment and a survey.
- c) Distinguish between qualitative and quantitative research.
- d) Sampling process.
- e) Non probability sampling.
- f) Secondary data.
- g) Measurement in research.
- h) Differentiate between open ended and close ended questionnaire.
- i) Bibliography and its importance.
- j) Why coding is important?

SECTION-B

UNIT-I

2. *“Researchers face lot of problems while conducting empirical research in India”*. Comment on this statement by citing examples.
3. Write a detailed note on types of research. Explain in detail.

UNIT-II

4. What are advantages and limitations of non-probability sampling?
5. What are various projective techniques of data collection? Discuss in detail.

UNIT-III

6. What is the meaning of measurement? What difference does it make when we measure in terms of various scales? Explain by giving examples.
7. Elaborate guidelines for developing a good questionnaire. Explain by citing examples.

UNIT-IV

8. Define and describe research report contents.
9. Write notes on following :
 - a. Guidelines for evaluating a report
 - b. Types of reports