

Roll No.

Total No. of Pages : 02

Total No. of Questions : 09

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

Q.1. Write briefly :

- a) Define Judgment sampling.
- b) Discuss any two issues addressed in research design.
- c) State any two demerits of method of data collection through telephone interview.
- d) What is experimental research?
- e) Define 'Interval Scale' used in attitude measurement.
- f) What is structured questionnaire?
- g) What is coding of data?
- h) What is contained in the 'Introductory Pages' of research report?
- i) Define simple random sampling without replacement.
- j) Distinguish between primary data and secondary data.

SECTION-B

UNIT-I

- Q.2. Explain the role and importance of research in managerial planning and decision making.
- Q.3. Define research design. Discuss in detail the various types of research design.

UNIT-II

- Q.4. Examine the merits and limitations of the observation method in collecting data. Illustrate your answer with suitable example.
- Q.5. List out the advantages of sampling over complete enumeration. When is sampling more appropriate than taking a census?

UNIT-III

- Q.6. Compare and contrast the various attitude measurement techniques. When will you use each of them? Discuss briefly.
- Q.7. You have been assigned the task of finding various problems of the loanees who have taken loan from a bank during the last five years under 'self employment to educated unemployed youth' scheme. Design a suitable questionnaire to be used in this study.

UNIT-IV

- Q.8. Describe in brief the importance of editing, coding, classification, tabulation and presentation of data in the context of a research study.
- Q.9. Write a format of a good report indicating different parts and their positioning in the report.