

Roll No.

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Total No. of Pages : 02

Total No. of Questions : 09

BBA(2012 & Onwards Batches)

B.Sc.(Business Economics(BBE))(2015 Onwards)

BRDM / Bachelor in Service Industry Management(SIM)

(2014 & Onwards) (Sem.-4)

RESEARCH METHODOLOGY

Subject Code : BBA/BBE-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. Answer briefly :

- a. Criteria of good research.
- b. Ex-post facto research.
- c. Simple factorial design.
- d. Difference between interval and ratio scale.
- e. Cluster sampling.
- f. Discriminate analysis.
- g. Differences between collection of data through questionnaire and schedule.
- h. Write a note on computers and research.
- i. Flow chart of Report Preparation and Presentation Process.
- j. Simple random sampling.

SECTION-B

UNIT-I

2. Describe the different types of research. Point out clearly the difference between experimental and survey research.
3. What is experimental design? Explain briefly important experimental designs.

UNIT-II

4. What is sampling? Explain types, size and errors in sampling.
5. Explain- (a) Different sources of data, (b) Various methods of data collection

UNIT-III

6. What are the guiding considerations in the construction of a questionnaire?
7. What difference does it make when we measure the data in terms of nominal, ordinal, interval or ratio scale? Explain with examples.

UNIT-IV

8. Write a brief note on different types of analysis of data. Point out the significance of each.
9. Explain in brief the layout of research covering all relevant technical points.