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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

M Code: 71203

Subject Code: BBA/BBE-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. a) Differentiate between academic research and applied research.
b) What the different sources of experimental errors?
c) What is sampling errors?
d) Differentiate between convenience and judgmental sampling.
e) List different types of experimental research designs.
f) What is review of literature? Discuss its role in research methodology?
g) Discuss noncomparative scaling techniques.
h) Differentiate between a questionnaire and a schedule.
i) What is cross tabulation?
j) Outline guidelines for evaluating the report.

SECTION B

UNIT I

2. Discuss in detail the process of management research? Outline different types of research.
3. Discuss in detail various types of research designs? What are the factors which influence the choice of research design?

UNIT II

4. Discuss the difference between probability and nonprobability sampling techniques. Discuss in detail various types of probability sampling techniques.
5. Differentiate between the following
 - a) Primary and secondary sources of data
 - b) Observation and survey methods

UNIT III

6. What do you understand by nominal, ordinal, interval and ratio scales? What are the various factors which influence the choice of measurement in data collection? Give examples
7. What are different types of questions which can be asked in a questionnaire? Outline the guidelines for developing a good questionnaire?

UNIT IV

8. What is the difference between editing and coding of data? Does a researcher need to perform both or one of the two before performing data analysis?
9. What are different types of research reports? Discuss the format of or good research report?