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Total No. of Pages : 02

Total No. of Questions : 09

**BBA (2013 to 2017)/BRDM/B.SIM (2014 & Onwards)/
B.Sc.Business Economics (BBE) (2015 to 2017) (Sem.-4)**

RESEARCH METHODOLOGY

Subject Code : BBE/BBA-401

M.Code : 71203

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

1. Answer briefly :

- a) What is research methodology?
- b) What are different secondary data sources? Give examples
- c) Differentiate between hypothesis and proposition.
- d) What is the importance of review of literature in research?
- e) What is difference between management and research problem?
- f) What are different types of probability sampling? Give examples.
- g) Discuss steps in editing of data?
- h) What are type 1 and type II errors?
- i) Discuss characteristics of good questionnaire.
- j) What is exploratory research design?

SECTION-B

UNIT-I

2. Discuss process of research while highlighting the types of research.
3. Discuss the relationship between research problem and choice of research design. Differentiate between three types of research designs.

UNIT-II

4. Highlight various methods used in selecting a sample from the population. Point out their merits and demerits.
5. Write short notes on following :
 - a. Types of questionnaires
 - b. Demerits of secondary data

UNIT-III

6. Differentiate between nominal, ordinal, interval and ratio scale. Which is best suited to measure attitude? Why? Give examples.
7. Discuss in detail the process of designing a questionnaire.

UNIT-IV

8.
 - a) What are the characteristics and functions of a research report?
 - b) Give an account of the contents of a research report.
9. Data processing is an intermediary stage of work between data collection and data analysis. Explain the statement by enumerating the various operations involved in it.

NOTE : Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the Student.