

Roll No.

Total No. of Questions : 07]

May 2010
[Total No. of Pages : 02

BBA (Sem. - 4th)
RESEARCH METHODOLOGY
SUBJECT CODE : BB - 401
Paper ID : [C0218]

[Note : Please fill subject code and paper ID on OMR]

Time : 03 Hours

Maximum Marks : 60

Instruction to Candidates:

- 1) Section - A is **Compulsory**.
- 2) Attempt any **Four** questions from Section - B.

Section - A

Q1)

(10 x 2 = 20)

- a) List the objective of research.
- b) Define the research methodologies.
- c) What are the types of research?
- d) Discuss different design of research.
- e) What is meant by population sample?
- f) Define primary collection of data.
- g) What is meant by scaling?
- h) How questioner is designed?
- i) Discuss the procedure of coding.
- j) What is meant by report writing?

Section - B

(4 x 10 = 40)

Q2) Discuss the research process in detail.

Q3) What are different sampling techniques? Explain.

Q4) How data preparation and tabulation is carried out? Explain.

Q5) Discuss the scale construction technique in detail.

Q6) What are the major objectives of using research methodologies? Explain.

Q7) What is the role of theory of estimation? Explain.

