

Roll No. ....

Total No. of Questions : 07]

[Total No. of Pages : 02

## Paper ID [C0218]

(Please fill this Paper ID in OMR Sheet)

BBA (Sem. - 4<sup>th</sup>)

RESEARCH METHODOLOGY (BB - 401)

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 × 2 = 20)

- a) Briefly describe various types of researches.
- b) Write a brief note on rating scale.
- c) Write a note on objectives of research.
- d) Enlist important limitations of sampling.
- e) Enlist the different sources of errors in a sample survey.
- f) State the various kinds of questions.
- g) Enlist the various tasks for data analysis.
- h) In what situations are open-ended questions most useful?
- i) What is multi-dimensional scaling? Give its areas of applications.
- j) Give a sample cover page of a research report.

### Section - B

(4 × 10 = 40)

Q2) What is research methodology? Give a brief account of mathematical tools for the research analysis in research methodology.

- Q3) (a) Define simple random sampling. Mention the various methods of drawing a random sample. Discuss the merits and limitations of simple random sampling.
- (b) Write a note on sampling errors. Discuss briefly the reasons for their occurrence.

E-271 [1208]

P.T.O.

- Q4)** (a) Explain briefly the major types of designs.  
(b) Write a note on dimensional classification of scales.
- Q5)** (a) Discuss the steps of Osgood's semantic differential scale.  
(b) Distinguish between exploratory research and conclusive research.
- Q6)** (a) What are the characteristics of a research report? What function does it perform?  
(b) Write the summary for construction of a questionnaire. Discuss advantages and disadvantages of questionnaire.
- Q7)** What is report format? Explain different items of a research report briefly.

\*\*\*