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Total No. of Pages : 2

Total No. of Questions : 07

BBA (Sem.-4)

**RESEARCH METHODOLOGY**

Subject Code : BB-401

Paper ID : [C0218]

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** contains **SIX** questions carrying **TEN** marks each and students has to attempt any **FOUR** questions.

**SECTION-A**

1. Write briefly :
  - a. Scope of research
  - b. Importance of research design
  - c. Empirical Research
  - d. Quantitative research
  - e. Simple random sampling
  - f. Systematic sampling
  - g. Limitation of likert scale
  - h. Observation method in data collection
  - i. Importance of tabulation
  - j. Importance of Ranking scales

### SECTION-B

2. Explain the term Research Methodology. What are objectives and limitations of Research?
3. What is meant by sampling in research? Discuss various techniques for sampling with their merits and limitations.
4. What are the various techniques of Data Collection and explain the benefits and limitations of each technique.
5. Discuss in detail the important steps that a researcher needs to follow to prepare a good research report.
6. Explain the term Scaling in research. Discuss in detail important scaling techniques.
7. What are important steps involved in research process? Explain in detail.