

Roll No.

Total No. of Pages : 01

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.
2. Attempt any FOUR questions from SECTION-B.

SECTION-A (10 × 2 = 20 Marks)

1. Write short notes on :
 - (a) Define research.
 - (b) What is the scope of research?
 - (c) What is a research design?
 - (d) Distinguish between population and sample.
 - (e) What do we mean by stratified sampling?
 - (f) Name the different types of data collection methods.
 - (g) What is a ranking scale? Give examples.
 - (h) What do we mean by a rating scale?
 - (i) What is a questionnaire?
 - (j) What do we mean by data coding?

SECTION-B (4 × 10 = 40 Marks)

2. Explain the process of research in detail.
3. Distinguish between convenience and random sampling.
4. Distinguish between primary and secondary data collection methods with examples.
5. How do we measure the reliability and validity of scales during research?
6. Explain data coding and editing methods.
7. What is a Report? Describe the presentation methods involved in report writing.