

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.

