

MAY 2013

Roll No.

Total No. of Pages : 2

Total No. of Questions : 07

BBA (Sem.-4)

RESEARCH METHODOLOGY

Subject Code : BB-401 (2007 TO 2011 Batch)

Paper ID : [C0218]

Time : 3 Hrs.

Max. Marks : 60

SECTION-B

2. Discuss the various Research Designs with examples.
3. Explain the various sampling designs and techniques.
4. List and explain the various steps in constructing a questionnaire.
5. What are the different scaling techniques? Discuss with examples.
6. Elaborate classification, tabulation, coding and presentation of data in business statistics.
7. What are the various sources of data collection? Explain with examples.

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**I. Answer briefly :**

- i) Define Research Process.
- ii) List various research designs.
- iii) Discuss the secondary Sources of data collection.
- iv) Explain tabulation in statistical analysis.
- v) What is a rating scale?
- vi) Explain the coding of data.
- vii) What do you understand by a population sample?
- viii) Discuss the limitations of business research.
- ix) What do you understand by scale construction?
- x) What are the various sources of primary data for a business project?

