

Roll No:

Total No. of Questions : 07]

[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 × 2 = 20)

- a) Define research design & its importance.
- b) What do you mean by optimum sample size?
- c) Discuss briefly the ranking scale.
- d) Discuss briefly advantages and disadvantages of systematic sampling.
- e) Report writing is a skillful art. Discuss.
- f) Give a sample cover page of a research report.
- g) Enlist the advantages and disadvantages of questionnaire.
- h) Why are quotations used in a research report?
- i) What is the purpose of footnotes in a research report?
- j) Differentiate between sampling with and without replacement.

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Section - B

(4 × 10 = 40)

- Q2)** What are the types of research? Explain them in brief.
- Q3)** Define research design. Discuss in detail the various essence of a research design.
- Q4)** Define simple random sampling. Mention the various methods of drawing a random sample. Discuss the merits and limitations of simple random sampling.
- Q5)** (a) Discuss the observation method of data collection. Briefly discuss the classification and evaluation of observation methods.
(b) Discuss briefly the various scale construction techniques.
- Q6)** (a) State the various kinds of questions. Briefly describe each of them. Explain the purpose of the questionnaire.
(b) What are the methods of collecting primary data? Compare and contrast them.
- Q7)** (a) What is report format? Explain different items of a research report briefly.
(b) What are the major principles that should be followed while report writing?

