(20519)

Roll No. ...........................

Total Questions : 13 ]

[ Printed Pages : 3

**18059**

B.B.A. IVth Semester Examination, May-2019

# RESEARCH METHODOLOGY

(BBA-205)

Time : 3 Hrs. ]

[ M.M. : 75

*Note* :– Attempt questions from all Sections as per instructions.

### Section–A

### (Very Short Answer Type Questions)

*Note* :– Attempt all the *five* questions. Each question carries 3 marks. Very short answer is required not exceeding 75 words.

1. What are objectives of Research ?

2. What is the meaning of Research Design ?

3. What is difference between census and sample survey ?

4. What is Hypothesis ?

5. What is Interpretation ?

### Section–B

### (Short Answer Type Questions)

*Note* :– Attempt any *two* questions out of the following three questions. Each question carries 7½ marks. Short answer is required not exceeding **200** words.

6. Distinguish between Research methods and Research methodology.

7. Which steps should be taken in sample design ?

8. Distinguish between attributes and variables with examples.

### Section–C

### (Long Answer Type Questions)

*Note* :– Attempt any *three* questions out of the following five questions. Each question carries 15 marks. Answer is required in detail.

9. Describe the techniques of defining a research problem in detail.

10. Explain in detail the different research designs.

11. Why probability sampling is generally preferred in comparison to Non-probability Sampling ? Explain the procedure of selecting a simple random sample.

12. Mention the different types of report. particularily pointing out the differences between technical report and a popular report.

13. The following information is obtained an investigation of 50 ordinary shops of small size :

| | Shops | | |
|---|---|---|---|
| | In Towns | In Villages | Total |
| Run by Men | 17 | 18 | 35 |
| Run by Women | 3 | 12 | 15 |
| | 20 | 30 | 50 |

Can it be inferred than shops run by women are relatively more in villages than in towns.

(given $\chi^2_{0.05}$ at 1 df = 3.841)