

Roll No.

Total No. of Pages : 02

Total No. of Questions : 09

BBA (2012 onward & Batches) (Sem.-4)

RESEARCH METHODOLOGY

Subject Code : BBA-401

Paper ID : [A2371]

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTION TO CANDIDATES :

1. **SECTION-A is COMPULSORY** consisting of **TEN** questions carrying **TWO** marks each.
2. **SECTIONS-B** consists of **FOUR** Sub-sections : Units-I, II, III & IV.
3. Each Sub-section contains **TWO** questions each, carrying **TEN** marks each.
4. Student has to attempt any **ONE** question from each Sub-section.

SECTION A

1. Explain briefly :

- a. Objectives of Research.
- b. Empirical Research.
- c. Difference between Probability and non-Probability Sample Technique.
- d. Likert type Scale.
- e. Simple and Complex Tabulation.
- f. Role of Technology in Management Research.
- g. Bibliography and its importance in Research Report.
- h. Important Aspects of a questionnaire.
- i. Research Hypothesis.
- j. Latin Square Design.

SECTION B

Unit-I

2. Explain the research process in detail.
3. Explain the meaning and significances of a research design.

Unit-II

4. Explain the concept of sampling. Illustrate the procedure of selecting a random sample cluster and Area Sampling.
5. “*It is never safe to take published data at its face value*”. Explain the various points which must be considered before using the secondary data. Give examples wherever possible.

Unit-III

6. Explain the essentials of a good questionnaire.
7. Explain along with examples :
 - (a) Comparative Scaling Techniques
 - (b) Non Comparative Scaling Techniques.

Unit-IV

8. What is ED? Explain classification and tabulation of data.
9. How do we write a Research Report? Explain the basic guidelines for writing a report.