

**RESEARCH METHODOLOGY**

**SUBJECT CODE : BBA-401**

**Paper ID : A-2371**

Roll No \_\_\_\_\_

**Time : 03 Hours**

**Maximum Marks : 60**

**Instructions to candidates :**

- 3) Section –A is Compulsory**
- 4) Attempt any one question from each unit in section – B**

**Section – A**

**Q1)**

**(10x2=20)**

- a) Define Quota sampling?
- b) State any two disadvantages of method of data collection through mailed questionnaire?
- c) What do you understand by the term research design?
- d) Define 'Ordinal Scale' used in attitude measurement?
- e) What is unstructured questionnaire?
- f) What is editing of data?
- g) What is contained in the 'Cover and Title Page' of the research report?
- h) What do you mean by the term 'sampling error'?
- i) What do you mean by the term 'non-sampling error'?
- j) What is 'Observation Method' of data collection?

**Section –B**

**( 4x10)**

**UNIT-I**

**Q.2. In the research process why is the problem definition stage probably the most important? What are the key issues that need to be addressed at this stage?**

**OR**

**Q.3. Discuss in detail the basic issues addressed in research design?**

## **UNIT-II**

**Q.4. Under what circumstances you would recommend the following:**

**i) Non probability sampling**

**ii) Probability sampling**

**Also comment on the advantages of sampling over census**

**OR**

**Q.5. Define secondary data. State their chief sources and point out the dangers involved in their use and the precautions necessary to use them. Illustrate with examples.**

## **UNIT-III**

**Q.6. What do you understand by the term attitude and attitude measurement? Which type of managerial research and decisions utilize attitude measurement? Explain with example.**

**OR**

**Q.7. Which are the important aspects you will take into account while designing a Questionnaire for a research study.**

## **UNIT-IV**

**Q.8. Why tabulation is considered essential in a research study? Give the characteristics of a good table.**

**OR**

**Q.9. Discuss various types of Research reports and how will you evaluate a research report?**

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