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Total No. of Printed Pages: [01]

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Business Administration (BBA-MBA Integrated) (Semester – 4th)

FUNDAMENTALS OF RESEARCH METHODOLOGY

Subject Code: BMBAS1401

Paper ID: [20390119]

Time: 03 Hours

Maximum Marks: 60

Instruction for candidates:

1. Section A is compulsory. It consists of 10 parts of two marks each.
2. Section B consist of 5 questions of 5 marks each. The student has to attempt any 4 questions out of it.
3. Section C consist of 3 questions of 10 marks each. The student has to attempt any 2 questions.

Section – A

(2 marks each)

Q1. Attempt the following:

- a) What do you mean by ethics in research?
- b) Define snowball sampling.
- c) What is normalization as a method of scaling?
- d) Differentiate between qualitative and quantitative data?
- e) Differentiate between sampling and non-sampling error?
- f) What is the meaning of the research problem?
- g) What is data fabrication?
- h) Discuss the advantages of sampling.
- i) What is the use of a questionnaire in research?
- j) What is primary and secondary data

Section – B

(5 marks each)

- Q2. What are the different sources of experimental errors?
- Q3. What are the advantages and disadvantages of using open-ended versus closed-ended questions in survey design?
- Q4. Distinguish between comparative scaling and non-comparative scaling techniques.
- Q5. Explain scaling and its purpose in data analysis. Give an example of an interval scale.
- Q6. What is a research report? What are the different types of research reports?

Section – C

(10 marks each)

- Q7. Explain different types of research designs.
- Q8. What are the different types of data collection methods? Explain any three of them.
- Q9. Explain purposive sampling, probability sampling and mixed sampling.