

Roll No.....
Total No. of Questions: [09]

Total No. of Printed Pages: [1]

BBA (Semester – 4th)
RESEARCH METHODOLOGY
Subject Code: BBAD1413
Paper ID: [150118]

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 is exploratory research?
 - b. What do you mean by Type I and Type II errors?
 - c. State different types of hypotheses.
 - d. State the benefits of cluster sampling.
 - e. What ethical considerations should be maintained during research?
 - f. Explain nominal scale.
 - g. Explain the meaning and scope of Social Research.
 - h. How experimental groups are different from control groups?
 - i. What are the problems faced by researchers in India?
 - j. What is the purpose of a literature survey in modern times?

Section – B

(5 marks each)

- Q2. Discuss the steps in preparation of Report.
- Q3. Explain the meaning and significance of a research design. Discuss important steps in formulating the Research Problem.
- Q4. “Research is much concerned with proper fact-finding analysis and evaluation”. Do you agree with this statement- Justify.
- Q5. What is a questionnaire? What are the guidelines for developing a good questionnaire?
- Q6. Discuss the probability sampling with merits and demerits?

Section – C

(10 marks each)

- Q7. What are various approaches to study the research problem & formulation of objectives and brief on the role of literature review in formulating a research problem?
- Q8. Why do we formulate hypotheses in research? What criteria should be fulfilled while developing hypothesis and differentiate between various types of hypotheses?
- Q9. What are different data collection options available to the researcher? Compare and contrast them and brief on the ethical issues in collecting data.