Roll No…….. **Total No. of Printed Pages: [1]**
Total No. of Questions: [09]

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.