

**Paper Code : 21224**

**F-224**

**B. B. A. (Fourth Semester)  
EXAMINATION, 2018**

**(New Course)**

Paper No. BBA—N-405

**RESEARCH METHODOLOGY**

*Time : Three Hours ]*

*[ Maximum Marks : 70*

**Note :** Attempt five questions in all, selecting one question from each Unit. All questions carry equal marks.

**Unit—I**

1. Describe the different types of research. Clearly pointing out the difference between an experiment and a survey. MJPRUonline.com
2. Write a comprehensive note on the "Task of defining a research problem".

**Unit—II**

3. What do you mean by research design ? Give the characteristics of a good research design.
4. Describe some of the important research designs used in experimental hypothesis-testing research study.

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**Unit—III**

5. What do you mean by sample design ? What points should be taken into consideration by a researcher in developing a sample design for his research project ?
6. Why probability sampling is generally preferred in comparison to non-probability sampling ? Explain the procedure of selecting a simple random sample.

**Unit—IV**

7. What do you mean by hypothesis ? What characteristics it must possess in order to be a good research hypothesis ?
8. What is a *t*-test ? In what situations it is used ?

**Unit—V**

9. Describe, in brief, the layout of a research report covering all relevant points.
10. What points will you keep in mind while preparing a research report ? Explain.