

Paper Code : 21224

F-224

B. B. A. (Fourth Semester) EXAMINATION, 2017

(New Course)

Paper No. BBA—N—405

RESEARCH METHDODOLOGY

Time : Three Hours] [Maximum Marks : 70

Note : Attempt any five questions. All questions carry equal marks.

Unit—I

1. (a) Explain the objectives of research in management.
- (b) Discuss different types of research.

Or

2. (a) Discuss in detail the research process involved in management.
- (b) Explain the steps involved in research problem formulation.

Unit—II

3. (a) Discuss the different components of research design.
- (b) What are the important features of a good research design ?

Or

4. (a) Explain different types of research design.
- (b) Discuss important sources and types of data.

Unit—III

5. (a) Discuss different types of sampling.
- (b) Explain different steps involved in sampling design. <http://www.mjpruonline.com>

Or

6. (a) Discuss advantages and disadvantages of sample surveys.
- (b) Differentiate between probability and non-probability sampling.

Unit—IV

7. Explain the problems faced in processing of data.

Or

8. Explain with the help of example, how Chi-square test is applied for hypothesis testing.

Unit—V

9. (a) Explain important consideration taken into account at the time of Report Writing.

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- (b) Discuss the layout of research report. Give example.

Or

10. (a) What are the different types of report ?
(b) Explain the mechanism involved in writing a research report.

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