

Paper Code : 21224

F-224

B. B. A. (Fourth Semester)

EXAMINATION, 2019

(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. What do you mean by business research ? Explain its nature and scope.
2. What is a research problem ? Define the main issues which should receive the attention of the researcher in formulating the research problem. Give suitable examples.

Unit—II

3. Give your understanding of a good research design. Is single research design suitable in all research studies ? Justify your answer.

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4. Enumerate the different methods of collecting data. Which one is most suitable for conducting enquiry regarding family welfare programme in India ? Explain its merits and demerits.

Unit—III

5. Distinguish between probability sampling and non-probability sampling.
6. Describe the various steps in sampling process.

Unit—IV

7. Write a brief note on different types of analysis of data pointing out the significance of each.
8. What is Chi-square test ? Explain its significance in statistical analysis.

Unit—V

9. Describe in brief, the layout of a research report, covering all relevant points.
10. Mention different types of reports. Describe the mechanism of writing a research report.

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