

B.B.A. SEM – IV (2015 CBCS Course) : SUMMER - 2019

SUBJECT: RESEARCH METHODOLOGY

Day: Thursday
Date: 02/05/2019

Time: 10.00 AM TO 01.00 PM
Max. Marks: 100

S-2019-1961

N.B:

- 1) Attempt **ANY FOUR** questions from Section-I and **ANY TWO** questions from Section-II.
 - 2) Answers to both the sections should be written in SAME answer book.
 - 3) Use of non- programmable **CALCULATOR** is allowed.
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SECTION-I

- Q.1** Define Research, state the characteristics and importance of research in business. (15)
- Q.2** Describe the research process in detail, with suitable diagram (15)
- Q.3** Discuss the various sources of primary data in detail. (15)
- Q.4** Explain the various steps involved in processing of data. (15)
- Q.5** Write short notes on **(ANY THREE):** (15)
- a) Types of Research Reports
 - b) Qualities of Good Researches
 - c) Sources of errors in measurement
 - d) Hypothesis

SECTION-II

- Q.6** Why research report is important? Give a detail format of good research report. (20)
- Q.7** Discuss the various sources of secondary data and state the importance of secondary data in research. (20)
- Q.8** Design a detail questionnaire for a company dealing in e-business, It wants to know the feedback of its customers regarding online shopping experiences. (20)

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