

B.B.A. (2010 Course) Sem- IV : SUMMER - 2019

SUBJECT: RESEARCH METHODOLOGY

Day: Thursday
Date: 02/05/2019

Time: 10.00 AM TO 01.00 PM
Max Marks: 70

S-2019-2013

N.B:

- 1) **Q. No 1 is COMPUSLORY.**
 - 2) Attempt any **FOUR** questions from **Q.No.2** to **Q.No.7**.
 - 3) Figures to the right indicate **FULL** marks.
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- Q.1** Discuss importance of written and oral presentation. Explain types of research reports. **(14)**
- Q.2** Discuss use of statistical tools for analysis with suitable examples. **(14)**
- Q.3** Explain Interview and Questionnaire method of data collection. **(14)**
- Q.4** What is Research Design? Explain characteristics of a good Research Design. **(14)**
- Q.5** What is Research? Discuss importance of Research in business. **(14)**
- Q.6** Explain use of computer in research with suitable examples. **(14)**
- Q.7** Write short notes on **ANY TWO** of the following: **(14)**
- a) Chi- Square Test
 - b) Observation method of Data Collection
 - c) Sources of error in measurement
 - d) Research Methodology

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