

S.D.E.
B.B.A. (2006 Course) Sem-V : SUMMER - 2019
SUBJECT : RESEARCH METHODOLOGY

Day : Saturday
Date : 04/05/2019

Time : 02.00 PM TO 05.00 PM
Max. Marks : 80

S-2019-4915

N.B.

- 1) Attempt any **FIVE** questions from Section – I and any **TWO** questions from Section – II.
- 2) Answers to both the sections should be written on **SAME** answer book.
- 3) Figures to the right indicate **FULL** marks.

SECTION – I

- Q.1** Define the term 'Research'. Discuss the importance of research in business and management. (10)
- Q.2** Explain the advantages of research design giving suitable illustrations. (10)
- Q.3** What are the different sources of error in measurement? How do they affect a research study? (10)
- Q.4** Explain the steps involved in processing of data. (10)
- Q.5** Distinguish between primary and secondary sources of data. (10)
- Q.6** Discuss the role of information technology in a research study. (10)
- Q.7** Write short notes on **ANY TWO** : (10)
- a) Qualities of a good researcher.
 - b) Types of research report
 - c) Pure and applied research

SECTION – II

- Q.8** "Interpretation of results requires a careful scrutiny of responses, their conformity with the spirit of questioning as also the comprehensive understanding of the respondents' profile and bias." Discuss. (15)
- Q.9** Present your detailed research plan to explore the preferences of young undergraduates regarding their choice of restaurants and preferences for the different types of food. Also include the tentative questions that you would include for the enquiry. (15)
- Q.10** What is sampling? How is it important in research? Discuss any two probability sampling techniques in detail. (15)

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