

**B.B.A. (2010 COURSE) SEM- IV : SUMMER - 2018**

**SUBJECT: RESEARCH METHODOLOGY**

Day : **Thursday**  
Date : **03/05/2018**

Time : **10.00 AM TO 01.00 PM**  
Max. Marks: 70

**S-2018-1659**

**N.B.**

- 1)** Q.1 is **COMPULSORY**.
- 2)** Attempt any **FOUR** questions from Q. 2 to Q.7.
- 3)** Each question carries **FOURTEEN** marks.

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- Q.1**    **a)** Explain clearly the Questionnaire method of collecting primary data.
- b)** Discuss the applications of research in functional areas of management.
- Q.2**        Differentiate between the census survey and sample survey.
- Q.3**        A leading company is facing a marked decline in the sales of its newly launched mobile handset. Suggest the steps to be taken to conduct a detailed enquiry into the same. Also give the draft of the questionnaire that may be framed for getting the customer's feedback regarding the same.
- Q.4**        Explain the different statistical tools available for analysis of data.
- Q.5**        Discuss the different types of research designs giving suitable examples.
- Q.6**        Why is a research report important? Explain the need for written and oral presentation of Research Report.
- Q.7**        Write short notes on **ANY TWO**:
- a)** Role of computers in research
  - b)** Classification and tabulation of data
  - c)** Chi-square test
  - d)** Qualities of a good researcher

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