

S.D.E.

B.B.A. (2006 COURSE) SEM-V : SUMMER - 2018

SUBJECT: RESEARCH METHODOLOGY

Day : Friday  
Date : 01/06/2018

S-2018-4311

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

N.B.

- 1) Attempt **ANY THREE** questions from Section-I and attempt **ANY TWO** questions from Section-II
- 2) Answers to both the sections should be written in the **SEPARATE** answer books.
- 3) Figures to the right indicate **FULL** marks.

**SECTION-I**

- Q.1 Distinguish between probability and non-probability sampling. Explain any two sampling methods of probability sampling. (16)
- Q.2 Explain in brief different sources of primary and secondary data collection with suitable examples. (16)
- Q.3 Discuss telephonic interview as technique of data collection with its merits and demerits. (16)
- Q.4 What is research design? Explain importance and characteristics of good research design. (16)
- Q.5 Write short notes on **(ANY TWO)** (16)
- a) Classification and tabulation
  - b) Qualitative research
  - c) Use of computers in research
  - d) Stratified sampling

**SECTION-II**

- Q.6 Design suitable questionnaire to collect feedback of customers on different facilities available in shopping mall. (16)
- Q.7 What precautions should be taken while writing a research report? Give format of good research report. (16)
- Q.8 Discuss different steps involved in processing of data. (16)

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