

S.D.E.

B.B.A. (2006 Course) Sem-V : WINTER - 2018

SUBJECT : RESEARCH METHODOLOGY

Day : Friday
Date : 30/11/2018

Time 02.00 PM TO 05.00 PM
Max. Marks : 80

W-2018-4468

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 **SEPARATE** answer book.
- 3) Figures to the right indicate **FULL** marks.

SECTION – I

- Q.1** Define 'Research Design'. Explain the advantages of framing a research design. (10)
- Q.2** How is research important in business and management? Elaborate giving suitable examples. (10)
- Q.3** Define primary data sources explaining in detail the observation method. (10)
- Q.4** Explain classification and tabulation of data in research. (10)
- Q.5** State the format of a good research report. Also discuss the precautions to be taken while writing the report. (10)
- Q.6** What is non-probability sampling? How is it important? (10)
- Q.7** Write short notes on **ANY TWO** : (10)
- a) Census survey and sample survey
 - b) Qualities of a good researcher
 - c) Tools for analysis of data

SECTION – II

- Q.8** What are the types and sources of secondary data? What role do secondary data play in research? Discuss the shortcomings of secondary data. (15)
- Q.9.** What are the important guidelines for ensuring success of the questionnaire method of data collection? Explain giving suitable illustrations. (15)
- Q.10.** A survey is planned to know the perceptions of women employees on 'How safe they feel in their workplace?'. It is desired to collect their responses on the related aspects of the survey. You, as a researcher, are required to give a detailed plan for conducting the above survey and also the tentative questionnaire for the same. (15)

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