

**B.B.A. (2010 COURSE) SEM- IV : WINTER - 2017**

**SUBJECT: RESEARCH METHODOLOGY**

Day: **Wednesday**

Date: **15/11/2017**

Time: **10.00 AM TO 01.00 PM**

Max Marks: **70**

**W-2017-1567**

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**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** What is Research? Distinguish between Research Methods and Research Methodology. **(14)**
- Q.2** What is Research Design? Discuss advantages of Research Design. **(14)**
- Q.3** Examine the merits and limitations of the observation method in collecting material. Illustrate your answer with suitable examples. **(14)**
- Q.4** The procedure of testing hypothesis requires a researcher to adopt several steps. Describe in brief all such steps. **(14)**
- Q.5** What are the types of Research Reports? Describe in brief the layout of a Research report covering all relevant points. **(14)**
- Q.6** "Interpretation is an art of drawing inferences depending upon the skill of the researcher". Elucidate the given statement explaining the technique of interpretation. **(14)**
- Q.7** Write short notes on **ANY TWO** of the following: **(14)**
- a) Use of Computer in Research
  - b) Secondary sources of Data Collection
  - c) Steps involved in the Research Process
  - d) Qualities of a good Researcher

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