

BACHELOR OF BUSINESS ADMINISTRATION (C.B.C.S.) (2015 COURSE)

B.B.A. Sem-IV :SUMMER- 2022

SUBJECT : RESEARCH METHODOLOGY

Day : Thursday

Time : 02:00 PM-05:00 PM

Date : 9/6/2022

S-13876-2022

Max. Marks : 60

N.B.

- 1) Attempt **ANY FOUR** questions from Section – I and **ANY TWO** questions from Section – II.
 - 2) Figures to the **RIGHT** indicate **FULL** marks.
 - 3) Answer to both the sections should be written in **SAME** answer book.
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SECTION – I

- Q.1** What are motives in Research? Discuss types of research. (15)
- Q.2** What is measurement of scale? State its importance and sources of error in measurement. (15)
- Q.3** Discuss various sources of data collection in detail. (15)
- Q.4** ‘Analysis of data is an important step in Research’ justify the statement. Discuss the process of analysis of data in brief. (15)
- Q.5** Write short notes on **ANY THREE** of the following. (15)
- i) Qualities of good researcher
 - ii) Pilot survey
 - iii) Hypothesis
 - iv) Use of computers in research

SECTION– II

- Q.6** Explain clearly importance of questionnaire in research. Design a questionnaire for the survey of feedback on mobile cell service in your city. (20)
- Q.7** Why is a research report important? Explain the need for written and oral presentation of research report. (20)
- Q.8** Define sampling and discuss probability and non-probability sampling in detail. (20)

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