

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

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

SUBJECT : RESEARCH METHODOLOGY

Day : Tuesday

Time : 02:00 PM-05:00 PM

Date : 20-12-2022

W-13876-2022

Max. Marks : **100**

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) Answers to both sections should be written in **SAME** answer book.
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SECTION – I

- Q.1** What do you mean by research? Classify different types of research with the help of suitable examples. **(15)**
- Q.2** What do you mean by Sample Design? Discuss different types of sampling techniques with the help of suitable examples. **(15)**
- Q.3** Explain the meaning of Research design. Discuss different types of research design. **(15)**
- Q.4** Discuss the different type of research reports. Elaborate layout of the research report. **(15)**
- Q.5** Write short notes on any **TWO** of the following: **(15)**
- a) Objectives of research
 - b) Sources of errors in measurement
 - c) Types of research

SECTION - II

- Q.6** What are the different data collection tools and techniques? Explain with suitable examples. **(20)**
- Q.7** What are the essentials of good questionnaire? Draft suitable questionnaire to know buying habits of customers towards smartphones. **(20)**
- Q.8** What is research problem? Discuss the importance of formulating the research problem. An organization is facing problem of increasing attrition in last one year. Define research problem in this situation. **(20)**

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