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Roll No. ....

BBA- IV Sem.

**18059**

**BBA Examination, June 2013**

**Research Methodology**

(BBA-405)

(New)

*Time : Three Hours ] [Maximum Marks : 75*

**Note:** Attempt **all** the Sections as per instructions.

**Section - A**

**(Very Short Answer Questions)**

**Note:** Attempt all **five** questions. Each question carries 3 marks. Very short answer is required not exceeding 75 words.

5×3=15

P.T.O.

1. Meaning of Research.
2. Sources of Error.
3. Sample Survey.
4. Z-test.
5. Uses of Chi-square test.

**Section - B**

**(Short Answer Questions)**

**Note:** Attempt any **two** questions out of the following **three** questions. Each question carries 7½ marks. Short answer is required not exceeding 200 words.

2×7½=15

6. Explain the Criteria of a good research.
7. What is sample size? How it is determined?
8. Explain with example-Chi-square test.

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## Section - C

### (Detailed Answer Questions)

**Note:** Attempt any **three** questions out of the following **5** questions. Each question carries 15 marks. Answer is required in detail.  $3 \times 15 = 45$

9. Explain research methodology. Explain in brief the major steps in doing research.
10. Describe some of the important research designs used in experimental hypothesis testing research study.
11. Why is probability sampling generally preferred in comparison to non-probability sampling? Explain the procedure of selecting a simple random sample.
12. The procedure of testing of hypothesis requires a researcher to adopt several steps. Describe in brief all such steps.

13. What are the characteristics of a research report? What points will you keep in mind while preparing a research report?