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(20517)

Roll No.

BBA-IV Sem.

18059

B. B. A. Examination, May 2017

Research Methodology

(BBA-405)

(New)

Time : Three Hours]

[Maximum Marks : 75

Note: Attempt questions from all Sections as per instructions.

Section-A

(Very Short Answer Questions)

Attempt all the *five* questions. Each question carries 3 marks. Very short answer is required not exceeding 75 words. $3 \times 5 = 15$

1. One of the most important features of a good research study is replicability of findings. Discuss it. 3

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2. What is Research Design ? 3
3. What is Sample Design ? 3
4. What is a χ^2 (Chi square) test ? 3
5. What do you mean by Long Report ? 3

Section-B

(Short Answer Questions)

Attempt any *two* questions out of the following three questions. Each question carries $7\frac{1}{2}$ marks. Short answer is required not exceeding 200 words.

$7\frac{1}{2} \times 2 = 15$

6. 'The Research process involves a series of interrelated and intricate steps.' Explain. $7\frac{1}{2}$
7. Discuss the features of a good research design. $7\frac{1}{2}$

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(3)

8. Explain Non-probability sampling. 7½

(4)

13. What should be the ideal structure of a research report? What are the elements of the structure? 15

Section-C

(Detailed Answer Questions)

Attempt any *three* questions out of the following five questions. Each question carries 15 marks.

Answer is required in detail. 15×3=45

9. What do you mean by research ? Discuss different types of research. 15
10. Describe some of the important research designs used in the researches of Social Sciences. 15
11. Describe the different types of Sampling techniques with examples. 15
12. Discuss different types of analysis of data. Describe Null and alternative hypothesis. 15