

(20519)

Roll No.

Total Questions : 13]

[Printed Pages : 3

18059

B.B.A. IVth Semester Examination, May-2019

RESEARCH METHODOLOGY

(BBA-405)

Time : 3 Hrs.]

[M.M. : 75

Note :- Attempt questions from all Sections as per instructions.

Section-A

(Very Short Answer Type Questions)

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

1. What are objectives of Research ?
2. What is the meaning of Research Design ?

NA-588

(1)

Turn Over

3. What is difference between census and sample survey ?
4. What is Hypothesis ?
5. What is Interpretation ?

Section-B

(Short Answer Type 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.

6. Distinguish between Research methods and Research methodology.
7. Which steps should be taken in sample design ?
8. Distinguish between attributes and variables with examples.

Section-C

(Long Answer Type Questions)

Note :- Attempt any *three* questions out of the following five questions. Each question carries 15 marks. Answer is required in detail.

NA-588

(2)

9. Describe the techniques of defining a research problem in detail.
10. Explain in detail the different research designs.
11. Why probability sampling is generally preferred in comparison to Non-probability Sampling ? Explain the procedure of selecting a simple random sample.
12. Mention the different types of report, particularly pointing out the differences between technical report and a popular report.
13. The following information is obtained an investigation of 50 ordinary shops of small size :

Shops			
	In Towns	In Villages	Total
Run by Men	17	18	35
Run by Women	3	12	15
	20	30	50

Can it be inferred that shops run by women are relatively more in villages than in towns.

(given $\chi_{0.05}^2$ at 1 df = 3.841)