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(Printed Pages 4)

(20613)

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. <https://www.ccsustudy.com>
11. Why probability sampling is 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?