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(20516)

Roll No. ....

BBA-IV Sem.

18059

B. B. A. Examination, May 2016

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.　　　　3×5=15

1. Research method is a broad term, while research methodology is specific to a particular research problem. Clear it.　　　3

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2. What is Descriptive Research Design ?　　　3

3. What is the need of sampling ?　　　3

4. What is a T-test ?　　　3

5. What do you mean by Brief Report ?　　　3

Section-B

(Short Answer Questions)

Attempt any *two* questions out of the following three questions. Each question carries 7½ marks. Short answer is required not exceeding 200 words.7½×2=15

6. Discuss the objectives of Research.　　　7½

7. What are the strengths and weaknesses of a factorial design ?　　　7½

8. Explain probability sampling.　　　7½

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

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9. How research problem is formulated ? Discuss the components of a research problem. 15

10. Explain the meaning of sample design. Discuss some most popular sample designs used in research. 15

11. What is the meaning of measurement in research and what is measurement error ? Discuss various types of measurement accuracy and the methods to measure them. 15

12. What is a χ^2-test ? Point out its applications. Under what conditions is this test applicable ? 15

13. What are the guidelines for effective report writing ? Illustrate with suitable examples. 15