(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, particularily 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 than shops run by women are relatively more in villages than in towns.

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