

Roll No.

Total No. of Questions : 07]

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Paper ID [C0218]

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BBA (Sem. - 4th)**RESEARCH METHODOLOGY (BB - 401)****Time : 03 Hours****Maximum Marks : 60****Instruction to Candidates:**

- 1) Section - A is **Compulsory**.
- 2) Attempt any **Four** questions from Section - B.

Section - A**Q1)****(10 × 2 = 20)**

- a) Briefly describe various types of researches.
- b) Write a brief note on rating scale.
- c) Write a note on objectives of research.
- d) Enlist important limitations of sampling.
- e) Enlist the different sources of errors in a sample survey.
- f) State the various kinds of questions.
- g) Enlist the various tasks for data analysis.
- h) In what situations are open-ended questions most useful?
- i) What is multi-dimensional scaling? Give its areas of applications.
- j) Give a sample cover page of a research report.

Section - B**(4 × 10 = 40)**

Q2) What is research methodology? Give a brief account of mathematical tools for the research analysis in research methodology.

- Q3)** (a) Define simple random sampling. Mention the various methods of drawing a random sample. Discuss the merits and limitations of simple random sampling.
- (b) Write a note on sampling errors. Discuss briefly the reasons for their occurrence.

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- Q4)** (a) Explain briefly the major types of designs.
(b) Write a note on dimensional classification of scales.
- Q5)** (a) Discuss the steps of Osgood's semantic differential scale.
(b) Distinguish between exploratory research and conclusive research.
- Q6)** (a) What are the characteristics of a research report? What function does it perform?
(b) Write the summary for construction of a questionnaire. Discuss advantages and disadvantages of questionnaire.
- Q7)** What is report format? Explain different items of a research report briefly.

