

Roll No. ....

Total No. of Questions : 07]

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**BBA (Sem. - 4<sup>th</sup>)**  
**RESEARCH METHODOLOGY**  
**SUBJECT CODE : BB - 401**  
**Paper ID : [C0218]**

[Note : Please fill subject code and paper ID on OMR]

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) Distinguish between pure research and applied research.
- b) What is the difference between estimator and estimate?
- c) Differentiate between homogeneous and heterogeneous population.
- d) What is the difference between primary and secondary data?
- e) Distinguish between schedule and questionnaire.
- f) What is rating scale? Give example.
- g) For what purpose editing of data is done?
- h) What is significance of research design?
- i) Under what circumstances would you recommend a non-probability sampling?
- j) Why tabulation is considered essential in a research study?

**J-215****P.T.O.**

**Section - B****(4 × 10 = 40)**

- Q2)** What is meant by research? Briefly discuss the various stages involved in the research process.
- Q3)** What is significance of sampling in research? Discuss the different probability sampling techniques used in research.
- Q4)** Describe the different methods of collecting data indicating the merits and demerits of each of them.
- Q5)** How is Likert-type scale developed? Discuss the advantages and limitations of this scale.
- Q6)** What is the significance of a research report? How a research report should be presented? Explain.
- Q7)** Write short notes on the following:
- (a) Survey method.
  - (b) Coding of data.

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