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**Total No. of Pages: 02**  
**Total No. of Questions: 09**

**BBA (Sem.-4<sup>th</sup>)**  
**RESEARCH METHODOLOGY**  
**Subject Code: BBA-401**  
**Paper ID: [A2371]**

**Time: 3 Hrs.****Max. Marks: 60****INSTRUCTIONS TO CANDIDATE:**

- (i) *Section A is compulsory.*
- (ii) *Attempt one question from each unit in Section B*

**SECTION-A****(10x2=20)**

- Q1) Explain briefly
- a) Applied Research
  - b) Empirical Research
  - c) Exploratory Research Design
  - d) Experimental Research Design
  - e) Treatments
  - f) Cluster sampling
  - g) Reliability
  - h) Cumulative scale
  - i) Bibliography
  - j) How to reduce sampling errors?

**SECTION-B****(4x10=40)****UNIT I**

- Q2) Define Research. What are its various objectives and characteristics? What is the significance of research in the field of Management? (10)
- Q3) Describe some of the important Research Designs used in experimental hypothesis- Testing research design. (10)

**UNIT II**

- Q4) What are the various sampling and non sampling errors? Are they present in Census Method ? (10)
- Q5) Explain in detail different sources of Secondary Data. What criteria can be employed to judge the worthiness of Secondary data for a research Study (10)

**UNIT III**

- Q6) Explain in detail the phases from which a questionnaire design passes. (10)
- Q7) What is the meaning of measurement in Research? What difference does it make whether we measure in terms of nominal, ordinal, internal or ratio scale? Explain with examples. (10)

**UNIT IV**

- Q8) What are different components of a Report? (10)
- Q9) Explain Editing and Cross Tabulation. (10)

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