

Roll No.....

BBA-405 (N)

BBA (Semester-IV) Examination-2014

(New Course)

Research Methodology

Paper: Fifth

Time: Three Hours] [Maximum Marks: 70

Note: Attempt all questions. All questions carry 14 marks. (14x5=70)

1. What do you mean by research? What are its objectives and what are its types?

Or

Explain the process of formulation of a research problem, and bring forward the process of scientific research.

2. What do you understand by Research design? What are different research designs and what are the features of a good research design?

Or

What is primary data and what is secondary data?
How can these data be collected?

3. What is a sample study and how is it different from census study? What is the characteristic of a good sample and what are the methods of collection of sample?

Or

What are various types of statistical tables and how can data is presented through graphs and pictures? Give illustration of various types of statistical tables and graphs.

4. What are various types of research reports? Present a layout of a research report.

Or

What do you mean by hypothesis and how can it be tested? What are various hypothesis testing tests?

5. Write short notes on any two of following:

- (i) Sampling errors & their sources
- (ii) Importance of research in business
- (iii) Coding, decoding & classification of data.