

(i) Printed Pages : 4]

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(ii) Questions : 9]

Sub. Code :

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**Bachelor of Business Administration
4th Semester Examination**

1047

RESEARCH METHODOLOGY

Paper : BBA-223

Time : 3 Hours]

[Max. Marks : 80

Note :- (i) Section-A is compulsory. Attempt any *four* questions. Each question carries **5** marks in Section A.

(ii) From Section B and C *two* questions are compulsory. Each question carries **15** marks.

Section-A

1. Attempt *four* questions :

- (i) What is Hypothesis ? What is null hypothesis and alternative hypothesis ?

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(1)

Turn Over

- (ii) Differentiate stratified random sampling and Cluster sampling.
- (iii) What are comparative scaling techniques and non-comparative scaling techniques ?
- (iv) State the advantages and disadvantages of Questionnaire and Interview Schedule.
- (v) Enumerate the different sources of secondary data.
- (vi) What is the role of computer in Research ?

Section-B

- 2. Research process starts from problem definition to the stage of interpretation of results. Briefly name and discuss the steps of research process.
- 3. What are the features of Good Research Design ? State the classification of research design.
- 4. What are the advantages of secondary data over the primary data ? Explain different methods for primary data and secondary data collection. Explain their merits and demerits.

5. Write notes on the following :
- (a) Importance of review of literature.
 - (b) Ethics in Business research.
 - (c) Difference between qualitative and quantitative research

Section-C

6. Discuss the various steps involved in testing a hypothesis. Define type I and type II errors.
7. Differentiate between Chi-square test and t-test. How is sampling errors different from non-sampling errors ?
8. What do you mean by Sampling Frame and Sampling Design ? What points should be taken into consideration while developing the sampling design ? Under what circumstances would you recommend ?
- (a) Convenient Sampling
 - (b) Multistage Sampling
 - (c) Quota Sampling

9. Discuss the important guidelines for writing a research report. What are the major differences between oral and written report ?