BBA-IV – 406

Research Methodology

UNIT-I

- Q.1 What do you mean by research ?write the steps of scientific method and assumption ?
- Q.2 Explain the nature of research with its objectives?
- Q.3 Explain research process with the help of diagram
- Q.4 Distinguish between exploratory and descriptive types of research with the help of example.
- Q.5 Define concept and significance of research?

UNIT-II

- Q.1 What do you mean by research design? Explain significance of research design.
- Q.2 Define research problem? What are the difficulties associated with defining the research problem?
- Q.3 What do you mean by research problem? How a research problem is selected and formulated?
- Q.4 Explain types of research design.
- Q.5 How research design can be formulated? Explain various steps.

UNIT -III

- Q.1 What do mean by hypothesis? what are the sources of hypothesis?
- Q.2 Explain the process of hypothesis testing with the help of diagram.
- Q.3 Discuss the types and needs of hypothesis?
- Q.4 What do you mean by standard error? Explain Type I and Type II error.
- Q.5 Distinguish between concept and uses of T –test and F-test

UNIT -IV

- Q.1 Distinguish between Primary and secondary sources of data collection methods.
- Q.2 Compare briefly Census and sample method?
- Q.3 What do you mean by secondary data? Explain various sources of secondary data.
- Q.4 Distinguish between schedule and questionnaires?
- Q.5 What is sample? Explain types of sampling design.

UNIT -V

- Q.1 Distinguish between Index and bibliography?
- Q.2 What is Report? Which precautions should be taken in the report writing?
- Q.3 What is scaling? Explain techniques of scaling of the data .
- Q.4 Define Research report? With the help of diagram explain format of research report?
- Q.5 Write down various things considered in the concept of Liker scale .