



**WEST BENGAL STATE UNIVERSITY**

BBA Honours 6th Semester Examination, 2021

**BBAACOR14T-BBA (CC14)**

**RESEARCH METHODOLOGY AND PROJECT WORK**

Time Allotted: 1 Hour

Full Marks: 25

*The figures in the margin indicate full marks.  
Candidates should answer in their own words and adhere to the word limit as practicable.  
All symbols are of usual significance.*

**GROUP-A**

**Answer any five questions from the following**

2×5 = 10

1. What do you mean by research methodology?
2. Distinguish between experiment and survey.
3. What is research design?
4. Define sampling.
5. Define restricted sampling.
6. Define stratified sampling.
7. What is standard error?
8. What do you mean by hypothesis?
9. What is Null Hypothesis?
10. What is Holtzman Inkblot Test?
11. What is a questionnaire?
12. What is pilot survey?
13. What do you mean by bibliography?
14. What is meant by plagiarism in research?

15. Discuss in brief the concepts of reliability and validity in research.
16. Explain the concepts of measurement and scaling in research designing.

**GROUP-B**

**Answer any *three* questions from the following**

5×3 = 15

17. “Empirical research in India in particular creates many problems for the researchers”. State the problems that are usually faced by the researchers.
18. Discuss in brief the procedure of research problem formulation.
19. Narrate the role of ‘Experience Survey’ in exploratory research studies.
20. Briefly describe the different steps involved in a research process.
21. Briefly discuss with examples the concepts of Standard Error, Type-I Error and Type-II Error.
22. State different types of sampling techniques.
23. Explain and illustrate the procedure of selecting a random sample.
24. What are the different sources of primary data and secondary data for a research work?
25. What are the steps in writing a research report?
26. State the use of information technology and computer software in Data Analysis and Report Writing.

**N.B. :** *Students have to complete submission of their Answer Scripts through E-mail / Whatsapp to their own respective colleges on the same day / date of examination within 1 hour after end of exam. University / College authorities will not be held responsible for wrong submission (at in proper address). Students are strongly advised not to submit multiple copies of the same answer script.*

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