

NRT/KS/19/5563

Bachelor of Business Administration (B.B.A.) Semester–V Examination

RESEARCH METHODOLOGY

Compulsory Paper–4

Time : Three Hours]

[Maximum Marks : 80

N.B. :— (1) All questions are compulsory.

(2) All questions carry equal marks.

1. (a) What are various types of research ? Explain exploratory research in brief. 8
- (b) Discuss the process of research in brief. 8

OR

- (c) Enumerate the features of a good research design. 8
- (d) Enlist various types of research design. Explain any one research design in brief. 8
2. (a) Describe the steps in sample design. 8
- (b) Explain the methods of probability sampling. 8

OR

- (c) How are hypotheses formulated ? Explain with the help of suitable examples. 8
- (d) Explain the process of hypotheses testing with the help of block diagram. 8
3. (a) List and explain various types of scales. 8
- (b) What is test of sound measurement ? How is it linked to errors in measurement ? 8

OR

- (c) Discuss any one method of attitude measurement. 8
- (d) What is attitude ? Explain scales used to measure attitude. 8
4. (a) Compare and contrast between questionnaire and interview. 8
- (b) Compare and contrast between primary and secondary data. 8

OR

- (c) Describe the layout of a research report. 8
- (d) Discuss in brief about the techniques of interpretation. 8
5. (a) What are the various objectives of research ? 4
- (b) State the characteristics of a sound sample design. 4
- (c) Distinguish between measurement and scaling. 4
- (d) What are different sources of secondary data ? 4