

OCTOBER/NOVEMBER/DECEMBER EXAM 2016
BBA SEMESTER – 5 PAPER 504
INTRODUCTION TO RESEARCH METHODOLOGY - 3737

Q-1 Discuss concept and basic elements of research. [14]

Or

What do you mean by research problem identification? [14]

Q-2 [a] Short note – research design [07]
 [b] short note – measurement and scaling [07]

Or

Explain in detail various data collection tools. [14]

Q-3 State importance of ethics in research & social science. [14]

Or

Explain in detail report development and writing. [14]

Q-4 What is sampling and explain sampling design. [14]

Or

Explain fundamentals and application of sampling methods. [14]

Q-5 [a] Short note – importance of quantitative techniques in research [07]
 [b] Short note – bi variate analysis [07]

Or

[a] short note – uni variate analysis [07]
[b] short note – multi variate analysis [70]
