

Second Year B.B.A. Examination

April - 2016

207 - Research Methodology - C.NO. 8444

Time: 3 Hours

Total Marks: 100

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|--------------|---|-----------|
| QUE-1 | Describe the term Research. Explain the different types of Research in detail. | 20 |
| OR | | |
| QUE-1 | Explain the Objectives and Importance of Research Methodology in detail. | 20 |
| QUE-2 | Explain Need of Research Design and Difference between Exploratory and Descriptive Research Design. | 20 |
| OR | | |
| QUE-2 | What is Research Design? Explain different types of it in detail. | 20 |
| QUE-3 | What is Sampling? Explain the Steps and Criteria for good Sampling Design. | 20 |
| OR | | |
| QUE-3 | Define the term Scaling. Explain various types of Scaling. | 20 |
| QUE-4 | Explain the Primary and Secondary Data Collection Methods. | 20 |
| OR | | |
| QUE-4 | Explain the difference between Questionnaire and Scheduling and Criteria for selecting appropriate method of data collection. | 20 |
| QUE-5 | Explain the tools of data analysis and layout of research report. | 20 |
| OR | | |
| QUE-5 | What is Report Writing? Explain Precautions in Report Writing and Importance of Interpretation. | 20 |