

BBA SEM – 5 EXAMINATION  
April 2016 CODE - 3737  
Introduction to Research Methodology

Time: 2:30mins

Marks: 70

- Q-1 Discuss the basic concept of research & discuss its basic elements. [14]  
OR
- Q-1 Clarify meaning of research & discuss research problem identification. [14]
- Q-2 Short note: [a] Research Design [07]  
[b] Scaling & measurement [07]  
OR
- Q-2 Discuss in detail the data collection tools. [14]
- Q-3 Explain concept of ethics in social science & humanities research. [14]  
OR
- Q-3 Explain guidelines for report writing. [14]
- Q-4 Discuss in detail the sampling design. [14]  
OR
- Q-4 Discuss different types of sampling methods. [14]
- Q-5 Explain need & importance of quantitative techniques in research. [14]  
OR
- Q-5 Short notes: [a] Bi Variate analysis [07]  
[b] Multi Variate analysis [07]