

A
(20623)
BBA-IV Sem.

Printed Pages : 3
Roll No.

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B.B.A. Examination, June-2023
RESEARCH METHODOLOGY
(BBA-405)
(New Course)

Time : 3 Hours [Maximum Marks : 75]

Note : Attempt *all* the sections as per instructions.

Section-A

(Very Short Answer Questions)

Note : Attempt *all* five questions. Each question carries 3 marks. Very short answer is required not exceeding 75 words. $5 \times 3 = 15$

1. What do you understand by Applied Research?
2. Describe the main characteristics of a good hypothesis.
3. What is meant by Research Design?
4. What is structured questionnaire?
5. State the Bases of Sampling.

18096

[P.T.O.]

Section-B

(Short Answer Questions)

Note : Attempt any *two* questions out of the following three questions. Each question carries $7\frac{1}{2}$ marks. Short answer is required not exceeding 200 words. $2 \times 7\frac{1}{2} = 15$

6. Distinguish between Survey and Research.
7. What is meant by Standard Error?
8. Describe the various methods of Data Collection.

Section-C

(Detailed Answer Questions)

Note : Attempt any *three* questions out of the following five questions. Each question carries 15 marks. Answer is required in detail. $3 \times 15 = 45$

9. What do you understand by Hypothesis? Describe the functions of hypothesis. Also explain difficulties in the formulation of hypothesis.
10. What is meant by Experiment Design? Describe the need and main principles of experiment design.

18096

(3)

11. Why tabulation is considered essential in a Research Study? Narrate the characteristics of a good table.
12. Explain the significance of a Research Report and narrate the various steps involved in writing such a report.
13. What do you understand by 't' test and 'z' test? Describe their practical significance.