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(20524) Roll No. ....  
B.B.A.-IV Sem.

**18096**

**B.B.A. Examination, May-2024**

**RESEARCH METHODOLOGY**

**(BBA-405)**

**(New Course)**

*Time : Three Hours ] [Maximum Marks : 75*

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

**Section-A**

**(Very Short Answer Type 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 are the objectives of Research?

**P.T.O.**

2. Write 3 main categories of Research Design.
3. What is the difference between census and sampling?
4. How will you classify the data?
5. What do you mean by standard error?

**Section-B**

**(Short Answer Type Questions)**

**Note :** Attempt any **two** questions out of the following **three** questions. Each question carries 7.5 marks. Short answer is required not exceeding 200 words.  $2 \times 7.5 = 15$

6. Explain and illustrate the procedure of selecting a random sample.
7. Explain t-test. When it is used and for what purpose?

**18096/2**

8. What are the different types of graphs?  
Explain their uses in research.

### **Section-C**

#### **(Descriptive Answer Type 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. Describe the different steps involved in a research process.
10. Clearly explain the difference between collection of data through questionnaires and schedules.
11. What is meant by Hypothesis? Explain various steps involved in testing Hypothesis.

12. Write a brief note on the "task of interpretation" in the context of research methodology.
13. Why probability sampling is generally preferred in comparison to non-probability sampling? Explain the procedure of selecting a simple random sample.