(i) **Printed Pages: 2**   Roll No. ....

(ii) **Questions   : 14** **Sub. Code :** | 1 | 7 | 8 | 8 | 1 |

Exam. Code : | 0 | 0 | 2 | 4 |

Bachelor of Business Administration 4ᵗʰ Semester

(2055)

RESEARCH METHODOLOGY

Paper : BBA-223

Time Allowed : Three Hours]   **[Maximum Marks : 80**

Note :— (1) Attempt any **FOUR** questions from Unit–A. Each question carries **5** marks.

(2) Attempt **TWO** questions each from Unit-B & Unit-C. Each question carries **15** marks.

UNIT—A

1. What is the importance of review of Literature in Research ?

2. What do you mean by Primary Data ?

3. Explain the main characteristics of Good Research Hypothesis.

4. What is the role of Computer in Research ?

5. What do you mean by Sampling Error ?

6. Explain the characteristics of a Good Sample.

UNIT—B

7. What do you mean by Research ? What are the various types of Research ?

8. Describe the process of designing a questionnaire, the steps involved and the guidelines that must be followed at each step.

9. Enumerate the different methods of collecting data. Explain the merits and demerits of these methods.

10. What is the difference between exploratory design and descriptive design ? Discuss in detail the different types of descriptive design.

UNIT—C

11. 300 digits are chosen at random from a table, the frequencies of which were as follows :

Digits	9	8	7	6	5	4	3	2	1	0
Frequency	25	31	30	32	35	26	31	33	29	28

Using the χ^2 test at 5% level, verify the hypothesis that the digits were distributed equally in the table.

(Given $\chi^2_{0.5}$ for $v = 10$ is 18.31 and for $v = 9$ is 16.92)

12. Explain the significance of a research report and narrate the various steps involved in writing such a report.

13. A drug is given to 10 patients, and the increments in their blood pressure were recorded to be 3, 6, –2, 4, –3, 4, 6, 0, 0 and 2. Is it reasonable to believe that the drug has no effect on change of blood pressure ?

(The table value of t at 5% for $V = 9$ is 2.262)

14. Discuss the various types of sampling techniques used in research. Compare and contrast probability and non-probability sampling methods with suitable examples.