**(Printed Page 01)**

**Roll No. \_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**BBA-5209**

**B.B.A. (V Semester) Examination, Dec-2018**

**BUSINESS ADMINISTRATION**

**Research Methodology**

*[Time Allowed: Three Hours] [Maximum Marks: 70]*

Note: Answer all questions.

**Q. 1.** Attempt any **six** from the following. **5\*6=30**

|  |
| --- |
| 1. What is research? Discuss the objectives and importance of research.
 |
| 1. What do you understand by the term Hypothesis? Elaborate its various characteristics.
 |
| 1. What is secondary data? What are the sources from where secondary data can be collected?
 |
| 1. What is a questionnaire? What are the essentials of a good questionnaire?
 |
| 1. What do you understand by editing, coding and classification of data?
 |
| 1. Differentiate between parametric and non-parametric tests.
 |
| 1. Briefly describe the different steps in writing a research report.
 |
| 1. Discuss the precaution that should be taken while writing a research report.
 |
| **Q. 2.** | Differentiate between: **10**1. Qualitative vs. Quantitative Research
2. Applied vs. Fundamental Research
 |
|  | **OR** |
|  | Discuss in detail the various steps involved in the research process. |
|  |  |
| **Q. 3.** | Differentiate between observation method and interview method of primary data collection. Discuss the merits and demerits of both. **10** |
|  | **OR** |
|  | Differentiate between probability and non-probability sampling. Explain their different types. |
|  |  |
| **Q. 4.** | What is Tabulation of data and why is it essential in research? Elaborate the major components of a table. **10** |
|  | **OR** |
|  | What is analysis of data? What are the different statistical measures which can be used to summarise the data in research? |
|  |  |
| **Q. 5.** | Explain the layout of a research report in detail. **10** |
|  | **OR** |
|  | What is graphical representation of data? Elaborate the different types of graphs which can used for displaying the data. |