

Roll No.....

2

BBA-405 (N)

BBA (Semester-IV) Examination-2014

Or

(New Course)

Research Methodology

Paper: Fifth

What is primary data and what is secondary data?
How can these data be collected?

Time: Three Hours] [Maximum Marks: 70

3. What is a sample study and how is it different from census study? What is the characteristic of a good sample and what are the methods of collection of sample?

Note: Attempt all questions. All questions carry 14 marks. (14x5=70)

Or

1. What do you mean by research? What are its objectives and what are its types?

What are various types of statistical tables and how can data is presented through graphs and pictures? Give illustration of various types of statistical tables and graphs.

Or

Explain the process of formulation of a research problem, and bring forward the process of scientific research.

1. What are various types of research reports? Present a layout of a research report.

2. What do you understand by Research design? What are different research designs and what are the features of a good research design?

Or

What do you mean by hypothesis and how can it be tested? What are various hypothesis testing tests?

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5. Write short notes on any two of following:
- (i) Sampling errors & their sources
 - (ii) Importance of research in business
 - (iii) Coding, decoding & classification of data.