

(Given : Critical value of t at 5% level of significance for
19 degree of freedom is given as 2.093)

----- X -----

Question Paper Code : 1788

B.B.A. (MS) (Semester-IV) Examination, 2018

RESEARCH METHODOLOGY

[BMS-405]

Time : Three Hours]

[Maximum Marks : 70

Note : Answer **five** questions in **all**. **Question No. 1** is **compulsory** carrying 30 marks. Besides this, attempt **one** question (with all its sub-parts) from each Unit carrying 10 marks each.

1. Write short notes on the following : [3x10 = 30]
- (a) Objectives of Research
 - (b) Difference between Scientific and Non-scientific Research
 - (c) Need of review of literature
 - (d) Null and Alternative hypothesis
 - (e) Sources of Sampling errors
 - (f) Difference between Structured and Unstructured Questionnaire

- (g) Likert scale and its use
- (h) Methods of measuring dispersion in data
- (i) Experimental Research Design
- (j) Features of a Technical Report

UNIT-I

2. What do you mean by Research Methods and Research Methodology ? Explain the essential features of a good research study. [10]
3. Briefly explain the various types of research alongwith their merits and demerits. [10]

UNIT-II

4. Distinguish between Census and Sampling investigation. What are the important methods of Random Sampling ? Discuss in brief. [10]
5. Make a difference between : [5x2 = 10]
 - (a) Primary and Secondary Data
 - (b) Observation and Survey methods of data collection

UNIT-III

6. What is meant by Preparation of Data ? What activities are involved in the preliminary checking of questionnaires that have been returned from the field ? [10]
7. (a) From the data given below compute standard deviation : [5]

| | | | | | |
|-------------|---|----|----|----|----|
| Size : | 8 | 16 | 24 | 32 | 40 |
| Frequency : | 7 | 11 | 17 | 10 | 5 |
- (b) Discuss the role and functions of regression technique in the analysis of data. [5]

UNIT-IV

8. What is the significance of a Research Report ? Discuss the important points that should be taken into consideration at the time of preparation of a report. [10]
9. A sample of 20 house owners in a town is taken and the following measures of their income are drawn : [10]

Mean - Rs. 6,000

Standard deviation - Rs. 690

Test the hypothesis that the average income of house owners in the town is Rs. 5,500.