

Total No. of Questions—5]

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T.Y. B.B.A. (Fifth Semester) EXAMINATION, 2017

RESEARCH METHODOLOGY

(2013 PATTERN)

Time : Three Hours

Maximum Marks : 80

N.B. :— (i) *All questions are compulsory.*

(ii) *Figures to the right indicate full marks.*

(iii) *Draw neat and well labelled diagrams wherever necessary.*

1. What is Research ? Explain the importance of Research. [15]

Or

What is Secondary Data ? Explain the types of sources of secondary data. [15]

2. What is Sampling Design ? Explain the types of sampling. [15]

Or

What is Survey method ? Explain the types of survey. [15]

3. What is Hypothesis ? Explain the hypothesis testing. [15]

Or

What is Questionnaire ? Explain the essentials of good questionnaire. [15]

4. Explain the following : [15]

(a) Interview method

P.T.O.

- (b) Editing
- (c) Codification.

Or

What is Research Paper ? Explain the structure of research paper. [15]

5. Write short notes on (any *four*) : [20]

- (a) Basic Research Process
- (b) Hypothesis
- (c) Respondents
- (d) Project Report
- (e) Group Discussion.