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[5262]-504

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

504 : 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 types of research. [15]

Or

What is Primary Data ? Explain the methods of Primary Data.

2. What is sampling design ? Explain the merits and demerits of sampling design. [15]

Or

What is Questionnaire ? Explain the merits and demerits of questionnaire.

3. What is secondary data ? Explain the advantages and disadvantages of secondary data. [15]

Or

What is editing ? Explain the types of editing.

4. Explain the following : [15]

(a) Applied research

(b) Syndicated services

(c) Codification.

P.T.O.

Or

What is project report ? Explain the steps for preparing project report.

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

- (a) Research process
- (b) Observation
- (c) Group discussion
- (d) Hypothesis
- (e) Research paper writing.