



KA-3572

Third Year B. B. A. (Sem. V) Examination
October/November – 2012
Research Methodology
(New Course)

Time : 3 Hours]

[Total Marks : 70

Instructions :

(1)

नीचे दृश्यावैक निशानीवाणी विगतो उत्तरवही पर अवश्य लपवी.
Fillup strictly the details of signs on your answer book.

Name of the Examination :
THIRD YEAR B. B. A. (SEM. 5)

Name of the Subject :
RESEARCH METHODOLOGY (NEW)

Subject Code No. : **3 5 7 2** Section No. (1, 2,.....) **NIL**

Seat No. :

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Student's Signature

(2) All questions are compulsory.

1 Answer in brief : (any six)

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- (i) Differentiate between scientific and non-scientific methods.
- (ii) What do you mean by syndicate service ?
- (iii) What is experiment ? What do you mean by internal and external validity ?
- (iv) State with example, various types of questions covered in a questionnaire.
- (v) What is sampling frame ? State characteristics of good sample.
- (vi) What is tabulation and cross tabulation ?
- (vii) Discuss the terms 'Reliability' and 'Validity' in relation to scaling.
- (viii) List down the basic guidelines for preparing tables.

2 (a) Discuss the steps involved in the business research process.

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(b) What is variable ? Discuss types of variable.

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OR

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[Contd...

- 2 (a) Differentiate between primary data and secondary data. Discuss the use of internet in secondary data collection. 6
- (b) Discuss the advantages and limitations of electronic survey. 4

- 3 (a) Evaluate observation as a method of primary data collection. 6
- (b) Discuss laboratory experiment method. 4

OR

- 3 (a) Evaluate telephone interview as a method of survey. 6
- (b) How the researcher can improve response rate in the self-administered survey ? 4

- 4 (a) Discuss characteristics of a good questionnaire and explain with example type of questions to be avoided. 6
- (b) Differentiate between sample survey and census survey. 4

OR

- 4 (a) Briefly explain the questionnaire design process. 6
- (b) What points should be considered while selecting appropriate sampling technique ? 4

- 5 (a) Explain Data preparation cycle. 5
- (b) Explain any two non-comparative scales. 5

OR

- 5 (a) Explain various statistical tools used in data analysis. 5
- (b) Discuss various primary measurement scales. 5

- 6 Write short notes : (any three) 18
- (i) Types of research report
- (ii) Format of research report
- (iii) Types of errors in research
- (iv) Personal Interview method.