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BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.)

CB/CS
60:40

EXAMINATION : JUNE -2022

SEMESTER - V

Sub.: Research Methodology (BBA15-512)

Date :- 27/06/2022

Total Marks : 60

Time:10.00 am to 12.30 pm

Instructions: 1) The paper consists of two sections I and II.
2) All questions are compulsory.

SECTION - I

Q. 1. Answer in detail (Any two out of four) (20)

1. What is Hypothesis? What are the features of a good Hypothesis?
2. Define primary data. What are the techniques of primary data collection?
3. What is tabulation? What are the principles of tabulation?
4. Define research Report .Discuss steps in planning and organizing of research report

Q. 2 Write short notes: (Any 2) (10)

- a) Types of questions
- b) Types of scales
- c) Steps in analysis
- d) Essential qualities of good report

SECTION-II

Q. 3. Choose the most appropriate option (20)

- 1) The research work is conducted to test the truth of
a) problem
b) hypothesis
c) hidden things
d) issues
- 2) The report should contain.....
a) preliminary section
b) end matter
c) main body
d) all of the above
- 3) The purpose ofis to communicate to the readers the methodology and the results of the study .
a) research design
b) research document
c) research problem
d) research report
- 4) The primary aim ofis to understand social life & thereby to gain a greater measure of control over social behavior.
a) educational research
b) managerial research
c) social research
d) experimental research
- 5) Research means.....
a) search for knowledge
b) making changes
c) invention
d) non of these
- 6) The variable which has effect on another variable is called.....
a) quantitative variable
b) dependent variable
c) qualitative variable
d) independent variable

