

Roll No.

Y – 2846

B.B.A. (Fourth Semester) EXAMINATION, May/June-2021

Paper – 406

RESEARCH METHODOLOGY

Time : Three Hours

Maximum Marks : 40

Minimum Pass Marks : 16

Note—Attempt *all* the questions.

Unit-I

1. Define Research. Explain steps in Scientific Research. 8

Unit-II

2. What is research design ? Explain stages in research design. 8

Unit-III

3. What is hypothesis ? Explain procedure for formulation of hypothesis ? 8

Unit-IV

4. Write short notes on— 8
- (a) Primary data.
 - (b) Personal Interview.
 - (c) Schedules.
 - (d) Survey.

Unit-V

5. What is scaling ? Explain different techniques of scaling. 8

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