RF-3547
Third Year B.B.A. (Sem. VI) (CBCS) Examination
April/May – 2017
Research Methodology - II

Time : 2 Hours] [Total Marks : 50

Instructions :

(1) Fill up strictly the details of signs on your answer book.

Name of the Examination :
Third Year B.B.A. (Sem. VI) (CBCS)

Name of the Subject :
Research Methodology - II

Subject Code No. :
Section No. (1, 2,.....)

(2) Figures to the right indicate full marks allocated to that question.

(3) All questions are compulsory.

1 Answer following questions : (any five) 10

(1) Explain terms : "Reactive Error" and compare Laboratory Experiments and Field experiments on this parameter.

(2) The rank given to the student based on the percentage is an example of _____ scale where as their marks is _____ scale. (Fill in the blanks)

(3) Explain Snowball Sampling with suitable examples.

(4) Explain any two methods of data probing.

(5) Explain the term : "Sampling Frame" and explain its impact on selection of sampling technique.

(6) Explain the term : "Weight Adjustment" with suitable examples.

2 Answer any two : 12

(1) Discuss various advantages of using observation methods in research.

(2) Discuss various experimental research designs in detail.
(3) Explain following two classifications of observation techniques:
   (a) Manual v/s Automated observation
   (b) Direct v/s Indirect observation

(4) Prepare observation sheet to evaluate cleanliness in an SMC Garden.

3  (a) Answer any two:
   (1) Discuss various comparative scale in detail.
   (2) Define attitude and explain any four limitations of attitude measurement.
   (3) Explain any two itemized scales with suitable examples.
   (4) Explain various reliability and validity measures as issues to be considered while evaluating scaling techniques.

(b) Answer any one:
   (1) Explain various probabilistic sampling techniques in detail.
   (2) Differentiate between sample survey and census survey. Explain when census survey is suitable. Discuss various factors having impact on sample size.

4  (a) Answer any one:
   (1) Discuss various qualities of a good research report.
   (2) Explain various types of research reports.

(b) Answer any one:
   (1) Write a detailed note on: "Supervision and Evaluation of field workers."
   (2) Explain criteria used in selection of field workers and also discuss about issues regarding which training is given to field workers.