



SB-1386

Third Year B. B. A. (Sem. V) Examination

March / April - 2011

Research Methodology

Time : 3 Hours]

[Total Marks : 70

Instructions :

(1)

नीचे दृष्टावेक निशानीवाणी विगतो उत्तरवही पर अवश्य कभवी. Fillup strictly the details of signs on your answer book.	Seat No. :
Name of the Examination :	<input type="text"/>
<input type="text" value="THIRD YEAR B. B. A. (SEM. 5)"/>	<input type="text"/>
Name of the Subject :	<input type="text"/>
<input type="text" value="RESEARCH METHODOLOGY"/>	<input type="text"/>
Subject Code No. : <input type="text" value="1"/> <input type="text" value="3"/> <input type="text" value="8"/> <input type="text" value="6"/>	Section No. (1, 2,.....) : <input type="text" value="NIL"/>
Student's Signature	

(2) All questions are compulsory.

1 Answer in brief : (any six) 12

- (a) Briefly explain the methods of knowing.
- (b) Discuss Sampling Frame with the help of an example.
- (c) Differentiate between 'Originating' and 'Secondary' sources of secondary data.
- (d) What are the limitations of Attitude measurement ?
- (e) Explain 'Field Experiment'.
- (f) What is 'Funnel sequence' ? How is it useful ?
- (g) List down any four advantages of mail survey.

2 Discuss the sequence of steps involved in Research Process. 10

OR

2 Define 'Research Design'. Why is research design necessary for conducting a study ? Discuss how exploratory and descriptive studies differ from each other. 10

3 Distinguish between sampling and non-sampling errors. 10
What non-sampling errors are likely to arise during the course of a research study ? - Discuss.

OR

3 List down the advantages and disadvantages of secondary data. Also discuss the external sources of secondary data. **10**

4 What is a Questionnaire ? Explain the different types of Questionnaire. Also discuss the additional considerations for the preparation of a mail questionnaire. **10**

OR

4 List down the advantages of Observation Method. Discuss the various methods of observation. **10**

5 Discuss telephonic survey by evaluating its advantages and disadvantages. Also list down the sources of non-response in personal interview. **10**

OR

5 What is Coding ? How is it done ? Discuss its utility in Data Processing ? **10**

6 Write Short Notes : (any three) **18**

(a) Non-Probability Sampling Methods

(b) Important Principles of writing a report

(c) Types of Scales

(d) Measures of Central Tendency and Dispersion

(e) Format of Research Report.
