



K-3543

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

Time : 3 Hours]

[Total Marks : 70

Instruction :

नीचे दर्शाविए निशानीवाणी विगतो उत्तरवही पर अवश्य लपवी. Fillup strictly the details of signs on your answer book.	Seat No. :
Name of the Examination :	<input type="text"/>
<input type="checkbox"/> Third Year B. B. A. (Sem. 5)	<input type="text"/>
Name of the Subject :	<input type="text"/>
<input type="checkbox"/> Research Methodology	<input type="text"/>
Subject Code No. : <input type="text"/> 3 <input type="text"/> 5 <input type="text"/> 4 <input type="text"/> 3	<input type="text"/>
Section No. (1, 2,.....) : <input type="text"/> Nil	
	Student's Signature

- 1 Answer in brief : (any six) 12
- Which important aspects should be looked into in organising and conducting the field survey.
 - Define research and list out characteristics of good research.
 - Explain "structured non-disguised questionnaire" with example.
 - Compare laboratory and field experiments.
 - Define sampling. State various sampling frames.
 - What is 'data cleaning' ?
 - Why secondary data are used in research ?
- 2 Answer the following : (any two) 16
- Explain various risk involved in using secondary data. Explain the process of reducing such risk.
 - Explain Mail Survey and list out its advantages and limitations. How response rate of mail survey be increased ?
 - Define 'Research Design' and explain various types of research design.
- 3 (a) Explain what steps a researcher should follow before collecting data from the field. 6
- (b) What is observation ? Evaluate observation method and list out circumstances where it is best suitable.

OR

- 3 (a) Discuss the general procedure in attitude scaling and any two attitude scale.
(b) Evaluate personal interview as a method of survey.
- 4 (a) Discuss various variables with the help of example. 4
(b) Explain objectives of sampling and discuss various probability sampling methods. 8
- OR**
- 4 (a) Discuss the concept of 'tabulation' in data processing. 4
(b) Explain the various factors that you would take into consideration while designing a questionnaire. 8
- 5 Write short notes : (any **three**) 18
(i) Format of research report
(ii) Statistical analysis
(iii) Sampling process
(iv) Audience of research report.
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