



**KA-3572**

**Third Year B. B. A. (Sem. V) Examination**  
**October/November – 2012**  
**Research Methodology**  
*(New Course)*

Time : 3 Hours]

[Total Marks : 70

**Instructions :**

(1)

नीचे दर्शाविए निशानीवाणी विगतो उत्तरवही पर अवश्य लખवी. 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 (NEW)"/>	<input type="text"/>
Subject Code No. : <input type="text" value="3"/> <input type="text" value="5"/> <input type="text" value="7"/> <input type="text" value="2"/>	<input type="text"/>
Section No. (1, 2,.....): <input type="text" value="NIL"/>	<input type="text"/>
	Student's Signature

(2) All questions are compulsory.

1 Answer in brief : (any six) 12

- (i) Differentiate between scientific and non-scientific methods.
- (ii) What do you mean by syndicate service ?
- (iii) What is experiment ? What do you mean by internal and external validity ?
- (iv) State with example, various types of questions covered in a questionnaire.
- (v) What is sampling frame ? State characteristics of good sample.
- (vi) What is tabulation and cross tabulation ?
- (vii) Discuss the terms 'Reliability' and 'Validity' in relation to scaling.
- (viii) List down the basic guidelines for preparing tables.

2 (a) Discuss the steps involved in the business research process. 6

(b) What is variable ? Discuss types of variable. 4

**OR**

<b>2</b>	(a) Differentiate between primary data and secondary data. Discuss the use of internet in secondary data collection.	<b>6</b>
	(b) Discuss the advantages and limitations of electronic survey.	<b>4</b>
<b>3</b>	(a) Evaluate observation as a method of primary data collection.	<b>6</b>
	(b) Discuss laboratory experiment method.	<b>4</b>
<b>OR</b>		
<b>3</b>	(a) Evaluate telephone interview as a method of survey.	<b>6</b>
	(b) How the researcher can improve response rate in the self-administered survey ?	<b>4</b>
<b>4</b>	(a) Discuss characteristics of a good questionnaire and explain with example type of questions to be avoided.	<b>6</b>
	(b) Differentiate between sample survey and census survey.	<b>4</b>
<b>OR</b>		
<b>4</b>	(a) Briefly explain the questionnaire design process.	<b>6</b>
	(b) What points should be considered while selecting appropriate sampling technique ?	<b>4</b>
<b>5</b>	(a) Explain Data preparation cycle.	<b>5</b>
	(b) Explain any two non-comparative scales.	<b>5</b>
<b>OR</b>		
<b>5</b>	(a) Explain various statistical tools used in data analysis.	<b>5</b>
	(b) Discuss various primary measurement scales.	<b>5</b>
<b>6</b>	Write short notes : (any three)	<b>18</b>
	(i) Types of research report	
	(ii) Format of research report	
	(iii) Types of errors in research	
	(iv) Personal Interview method.	