



UA-3543

Third Year B. B. A. (Sem. V) Examination
March/April – 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.

Name of the Examination :
Third Year B. B. A. (Sem. 5)

Name of the Subject :
Research Methodology

Subject Code No. : 3 5 4 3 Section No. (1, 2,.....): Nil

Seat No. :

Student's Signature

- 1 Answer in brief : (any six) 12
- (a) Give differences between scientific and non-scientific method.
- (b) What do you mean by hypotheses ?
- (c) State characteristics of good sample.
- (d) Types of questions to be avoided from questionnaire.
- (e) Give four differences between primary and secondary data.
- (f) What is scaling ?
- (g) Differentiate between one-way tabulation and cross-tabulation.
- (h) Why report writing is important ?
- 2 Answer the following : (any two) 16
- (a) Explain the different types of Research Design.
- (b) Explain the sampling and non-sampling errors.
- (c) Explain in sequence, various steps involved in any research project.
- 3 (a) Discuss the advantages and limitations involved in using secondary data. 4
- (b) What is experimentation ? Explain field experiment and laboratory experiment in detail. 8

OR
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[Contd...

3	(a) Briefly explain essential of good research report.	4
	(b) Give detailed comparison between various methods of survey.	8
4	(a) List down the limitations of attitude measurement and explain Likert scale.	6
	(b) Examine the major problem areas of question wording and sequencing in a questionnaire.	6
OR		
4	(a) Discuss various types of questions with example.	4
	(b) Describe the layout of research report and state types of research reports.	8
5	Write short notes : (any three)	18
	(a) Sources of secondary data	
	(b) Standard deviation	
	(c) Data processing cycle	
	(d) Probability sampling methods.	