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B.B.A. (Part - III) (Semester - V) Examination, April - 2015**RESEARCH METHODOLOGY****Sub. Code : 43957****Day and Date : Wednesday, 22 - 04 - 2015****Total Marks : 40****Time : 03.00 p.m. to 05.00 p.m.**

- Instructions :**
- 1) All questions are compulsory.
 - 2) Figures to right indicate full marks.

Q1) What do you mean by Research? Explain different types of research. [14]

OR

Define a research problem. Explain the requirements in selecting research problem.

Q2) Write answers of following questions in brief (Any Two): [16]

- a) Explain the terms 'Population' and 'Sample' 'with suitable example.
- b) What are the different types of research design?
- c) Explain different types of data with appropriate example.
- d) Write steps of research process.

Q3) Write notes on following (Any Two): [10]

- a) Sampling Techniques.
- b) Sources of Data.
- c) Research Report Writing.
- d) Data Analysis.

