

Seat No.	
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B.B.A. (Part - III) (Semester - V) Examination, Nov. - 2013**RESEARCH METHODOLOGY****Sub. Code : 43957****Day and Date : Saturday, 23 - 11 - 2013****Total Marks : 40****Time : 3.00 p.m. to 5.00 p.m.**

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

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

OR

Define sampling. Discuss the types of sample design.

Q2) Write short answers (any two) : [2 × 8 = 16]

- What do you understand by observation? Discuss its various types of observation.
- What is analysis? Explain the methods of data analysis.
- Describe layout of Research reports.
- Explain the steps in research design.

Q3) Write short note (any two) : [2 × 5 = 10]

- Sources of secondary data.
- Types of table.
- Techniques of interpretation.
- Uses of computer in research.

