

Seat No.	
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**B.B.A. (Part - III) (Semester - V) Examination, November - 2014**  
**RESEARCH METHODOLOGY (Paper - I)**  
**Sub. Code : 43957**

Day and Date : Friday, 14 - 11 - 2014

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 is Research Design? Explain the various steps in research design. [14]

OR

What do you mean by primary data and secondary data? Explain different methods used for data collection.

**Q2)** Write the answers of following questions (**Any Two**) : [16]

- a) Explain the different methods used for data analysis.
- b) What is Sampling? Explain any two sampling techniques.
- c) Explain the role of computer in research.
- d) Write the characteristics of good sample design.

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

- a) Types of Research.
- b) Research Report.
- c) Pie - Chart.
- d) Data Analysis.

