F.Y.BBA (FS) SEMESTER II, END SEMESTER EXAMINATION, APRIL 2015.

RESEARCH METHODOLOGY - I

Duration: 1 1/2 Hours   **Max Marks: 50**

Instructions:

- *Figures to the right indicate maximum marks*
- *Start each new question on a fresh page*

Q.1 A. Explain the characteristics of good research.   (08)
    B. Explain the types of research.   (02)

OR

Q.1 X. What is research? Highlight the steps involved in research process.   (10)

Q.2 A. What is primary data? Discuss the Method of collecting primary data for the purpose research.   (10)

OR

Q.2 X. What is personal interview? Highlight the different types of personal interview.   (05)
    Y. What is Questionnaire? Discuss the merits & demerits of Questionnaire.   (05)

Q. 3 A. Write a short note on Sampling & non sampling Errors.   (06)
    B. What is probability? Explain the characteristics of probability sampling.   (04)

OR

Q.3 X. What is probability sampling? Explain the different forms of probability sampling.   (10)

Q.4 A. Questionnaire is considered as the heart of survey operation. Hence it should be carefully constructed. Justify.   (10)

OR

Q.4 X. What is non probability of sampling? Explain the different types of non probability sampling techniques.   (10)

Q.5 A. Explain the different types of Graphs & Charts.   (06)
    B. What is coding? Explain the categories of Coding.   (04)

OR

Q.5 X. Write a short note on construction of frequency table.   (04)
    Y. What is editing? Explain the purpose of editing.   (04)
    Z. Explain the characteristics of sampling.   (02)