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(Printed Pages 3)

(20526)

Roll No.

BBA-IV Sem.

18096

B.B.A. Examination, May-2026

RESEARCH METHODOLOGY

(BBA-405)

(New Course)

Time : Three Hours]

[Maximum Marks : 75

Note : Attempt **all** the sections as per instructions.

Section-A

(Very Short Answer Type Questions)

Note : Answer **all five** questions. Each question carries **3** marks. Very short answer is required not exceeding **75** words. $5 \times 3 = 15$

1. What do you mean by exploratory research?
2. Explain the meaning of a Research design.

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3. What is the difference between census and sampling?
4. Explain types of editing?
5. Explain Bibliography.

Section-B

(Short Answer Type Questions)

Note : Attempt any **two** questions out of the following **three** questions. Each question carries **7½** marks. Short answer is required not exceeding **200** words.

$$2 \times 7\frac{1}{2} = 15$$

6. How secondary data is differ from primary data? Which is considered to be more reliable?
7. Explain Probability Sampling Techniques.
8. Describe the man features of good research report.

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Section-C

(Detailed Answer Type Questions)

Note : Attempt any **three** questions out of the following **five** questions. Each question carries **15** marks. Answer is required in detail. $3 \times 15 = 45$

9. "Research design in exploratory studies must be flexible but in descriptive study, it must minimize bias and maximize reliability." .
10. Why Tabulation is considered essential in a research study? Narrate the characteristics of a good table.
11. The procedure of testing hypothesis requires a researcher to adopt several steps. Describe all such steps.