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(20525)

Roll No. ....

B.B.A. -IV Sem.

**18096**

**B.B.A. Examination, May-2025**

**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 :** Attempt all **five** questions. Each question carries **3** marks. Very short answer is required not exceeding **75** words.

$5 \times 3 = 15$

1. What is meant by research?
2. What is meant by hypothesis?

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3. How will you classify the data? W
4. What are the main objectives of report writing?
5. What do you understand by sampling?

### **Section-B**

#### **(Short Answer Type Questions)**

**Note :** Attempt any **two** questions out of the following three questions. Each question carries **7.5** marks. Short answer is required not exceeding **200** words.  $2 \times 7.5 = 15$

6. Describe main objectives of Questionnaire?
7. Explain the concept of 'Null Hypothesis'?
8. Explain F-test. When it is used and for what purpose?

### **Section-C**

#### **(Descriptive Answer Type Questions)**

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

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9. What do you understand by Hypothesis? Describe the functions of hypothesis. Also explain difficulties in the formulation of Hypothesis.
10. What is mean by Experiment Design? Describe the need and main principles of Experiment Design.
11. Why tabulation is considered essential in a Research Study? Narrate the characteristics of a good table.
12. Explain the significance of a Research Report and narrate the various steps involved in writing such a report.
13. What do you understand by 'T' test and 'Z' test? Describe their practical significance.