(i) Printed Pages: 3 Roll No. .....

(ii) Questions : 14 Sub. Code : 0 8 8 1

Exam. Code : 0 0 2 4

Bachelor of Business Administration 4th Semester

(2054)

RESEARCH METHODOLOGY

Paper : BBA–223

Time Allowed : Three Hours] **[Maximum Marks : 80**

Note :—Attempt any **FOUR** questions from Section A and **TWO** questions each from Section B and Section C.

SECTION—A

1. What is the purpose of a literature review in research methodology ?
2. What is the role of a research hypothesis in the scientific method ?
3. Describe the purpose of a research instrument in data collection.
4. How does stratified sampling differ from simple random sampling ?
5. What role does the p-value play in hypothesis testing ?
6. Define the term "confidence interval" in the context of statistical analysis.

4×5

SECTION—B

7. Discuss the strengths and weakness of qualitative and quantitative data collection methods. Provide examples of situations where each approach is most appropriate, and discuss how a mixed-methods approach could enhance research outcomes.

8. Elaborate on the principles of effective question construction. Discuss the differences between open-ended and closed-ended questions, and provide guidelines on when to use each type in a questionnaire. How can researchers ensure clarity and precision in their questions ?

9. Explain the concept of scaling in social science research. Compare various scaling techniques outlining their advantages, disadvantages and ideal applications.

10. Analyze the ethical implications of using sensitive or intrusive questions in a questionnaire. Propose ethical guidelines that researchers should follow when including such questions in their surveys. 2×15

SECTION—C

11. Compare and contrast convenience sampling and purposive sampling. Discuss the advantages and disadvantages of each, with reference to potential biases in research.

12. Explain the fundamental steps involved in hypothesis testing. Include a discussion on null and alternative hypotheses, significance levels, and the decision-making process.

13. Compare and contrast parametric and non-parametric statistical tests. Provide examples of situations where each type of test would be more appropriate, and discuss the assumptions underlying each.

14. Discuss best practices for reporting the results of hypothesis tests in research papers or reports. Include guidelines for presenting statistical findings, including descriptive statistics, test statistics, p-values, and effect sizes. 2×15