

Total No. of Questions : 3]

SEAT No. :

P2168

[Total No. of Pages : 2

[5804]-402

S.Y. B.B.A. (I.B.)

402 : RESEARCH METHODOLOGY
(2019 Pattern) (Semester - IV)

Time : 2½ Hours]

[Max. Marks : 70

Instructions to the candidates:

- 1) *All questions are compulsory.*
- 2) *Figures to the right indicate full marks.*

Q1) A) Fill in the blanks (Any 5)

[5]

- i) Survey research, though used to obtain many kinds of information in a variety of situations, is best suited for gathering _____ information.
 - a) Descriptive
 - b) Analytical
 - c) Empirical
 - d) Applied
- ii) Research design is a blue print, outline and a _____.
 - a) Proposal
 - b) Strategy
 - c) Plan
 - d) Printout
- iii) The questions in your questionnaire which have no options are called as _____ questions.
 - a) Multiple choice questions
 - b) Closed ended questions
 - c) Open ended questions
 - d) Structured questions
- iv) The last page of research report is _____.
 - a) Title Page
 - b) Findings
 - c) Appendix
 - d) Bibliography
- v) The observation method collects _____ data.
 - a) Pure and Implied
 - b) Verbal and Non-Verbal
 - c) Basic and Applied
 - d) Implied and Analytical

P.T.O.

