



K-3543

**Third Year B. B. A. (Sem. V) Examination**  
**September / October - 2012**  
**Research Methodology**

Time : 3 Hours]

[Total Marks : 70

**Instruction :**

नीचे दशांशविक निशानिवाणी विगतो उत्तरवही पर अवश्य लभवी. Fillup strictly the details of signs on your answer book. Name of the Examination : <input style="width: 90%;" type="text" value="Third Year B. B. A. (Sem. 5)"/> Name of the Subject : <input style="width: 90%;" type="text" value="Research Methodology"/> Subject Code No. : <input style="width: 20px;" type="text" value="3"/> <input style="width: 20px;" type="text" value="5"/> <input style="width: 20px;" type="text" value="4"/> <input style="width: 20px;" type="text" value="3"/> Section No. (1, 2,.....) : <input style="width: 40px;" type="text" value="Nil"/>	Seat No. : <input style="width: 20px;" type="text"/> <input style="width: 20px;" type="text"/> <input style="width: 20px;" type="text"/> <input style="width: 20px;" type="text"/> <input style="width: 20px;" type="text"/> <input style="width: 20px;" type="text"/> <div style="border: 1px solid black; border-radius: 15px; height: 60px; margin-top: 10px; display: flex; align-items: center; justify-content: center;">             Student's Signature           </div>
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- 1 Answer in brief : (any six) 12
- (i) Which important aspects should be looked into in organising and conducting the field survey.
  - (ii) Define research and list out characteristics of good research.
  - (iii) Explain "structured non-disguised questionnaire" with example.
  - (iv) Compare laboratory and field experiments.
  - (v) Define sampling. State various sampling frames.
  - (vi) What is 'data cleaning' ?
  - (vii) Why secondary data are used in research ?
- 2 Answer the following : (any two) 16
- (a) Explain various risk involved in using secondary data. Explain the process of reducing such risk.
  - (b) Explain Mail Survey and list out its advantages and limitations. How response rate of mail survey be increased ?
  - (c) Define 'Research Design' and explain various types of research design.
- 3 (a) Explain what steps a researcher should follow before collecting data from the field. 6
- (b) What is observation ? Evaluate observation method and list out circumstances where it is best suitable.

OR

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[Contd...

- 3 (a) Discuss the general procedure in attitude scaling and any two attitude scale. 4  
(b) Evaluate personal interview as a method of survey. 8
- 4 (a) Discuss various variables with the help of example. 4  
(b) Explain objectives of sampling and discuss various probability sampling methods. 8

OR

- 4 (a) Discuss the concept of 'tabulation' in data processing. 4  
(b) Explain the various factors that you would take into consideration while designing a questionnaire. 8
- 5 Write short notes : (any three) 18  
(i) Format of research report  
(ii) Statistical analysis  
(iii) Sampling process  
(iv) Audience of research report.