Doon University, Dehradun

End Semester Examination, 4th Semester, 2024 Academic Year 2023-24, School of Management Programme Name: BBA

Course Code with Title: BCA251 Research Methodology

BAC-251

Time allowed: 2:00 Hours

Maximum Marks:50

Attempt any Five Questions:

- Q1. Define "Research." What are the objectives of Research and explain its various types.
- Q2. Explain the various components of research report. Elaborate on the necessary steps to be undertaken for a good research report.
- Q3. "For any research to be successful it must be well designed". Justify this statement by elucidating on the different types of research design used in research study while highlighting the features of a good research design.
- Q4 Discuss in detail the sampling process. Discuss the Sampling methods in detail with suitable examples.
- Q5. A survey amongst women was conducted to study the family life. The observations are as follows:

	Family Life		
	Нарру	Not Happy	Total
Educated	70	30	100
Not Educated	60	40	100
Total	130	70	200

Test whether there is association between family life and education. Chi-square value at 5% level of significance is 3.84.

- Q6. What is "measurement" in Research. Elaborate on the various types of scales with suitable examples.
- Q7. What is hypothesis testing? What are the characteristics of a good hypothesis? Classify the various types of hypotheses.

5-15-100