

BBA
(SEM.IV) BBA-F010401T(B):
RESEARCH METHODOLOGY

REVISED QUESTIONS ANSWERS

Questions	Answers
EXAMINATION –(2022-23)	
Q.16. There are _____ primary sales of measurement (A) One (B) Two (C) Three (D) Four	(D) Four (nominal, ordinal, interval, and ratio)
MODEL PAPER – I	
Q.18. Authenticity of a research finding is its _____. (A) Originality (B) Validity (C) Validity (D) All of the above	(B) Validity
Q.96. A person who is repeating the same mistakes again and again without trying to rectify it, is (A) A foolish person (B) An excellent researcher (C) An excellent forgetter (D) An insane person	(A) A foolish person
Q.97. Social research can be divided into _____. (A) Two categories (B) Three categories (C) Four categories (D) Five categories	(C) Four categories (social research is commonly classified into quantitative and qualitative approaches, but more detailed classification often involves four categories: Exploratory Research, Descriptive Research, Explanatory (Causal) Research, Applied Research)

MODEL PAPER – II	
Q.21. Who defined “Content analysis is a research technique for the objective, systematic, and quantitative description of the manifest content of communication”? (A) Louis Worth (B) Berelson (C) Ferdinand Tonnies (D) Fred. N. Kerlinger	(B) Berelson
Q.23. Both law of sample investigation are based on _____. (A) Theory of probability (B) Theory of motivation (C) Theory of statistics (D) All of the above	(C) Theory of statistics