

**BBA-403 (N) (AK)**

**2 0 2 2**

( 4th Semester )

**BACHELOR OF BUSINESS ADMINISTRATION**

Paper : BBA-403 (New)

**( Research Methodology )**

**KEY ANSWERS FOR OBJECTIVES**

( PART : A—OBJECTIVE )

( Marks : 25 )

1. (a) (ii) descriptive research
- (b) (i) real-life situations
- (c) (i) assumption
- (d) (iv) Nominal
- (e) (iii) Both (i) and (ii)
- (f) (i) even when secondary data are available
- (g) (i) population is small homogeneous group
- (h) (iv) Multi-phase sampling
- (i) (iii) terminal items / reference section of a report
- (j) (i) technical report 1×10=10

( 2 )

2. (a) *False*  
(b) *True*  
(c) *False*  
(d) *True*  
(e) *True*

1×5=5

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