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 : 2<sup>1</sup>/<sub>2</sub> Hours*] [Max. Marks : 70 Instructions to the candidates: 1) All questions are compulsory. 19.0 Figures to the right indicate full marks. 2) *01*) A) Fill in the blanks (Any 5) [5] Survey research, though used to obtain many kinds of information i) in a variety of situations, is best suited for gathering \_ information. a) Descriptive Analytical Empirical Applied c) d) ii) Research design is a blue print, outline and a \_\_\_\_\_. Proposal a) b) Strategy Plan Printout c) d) The questions in your questionnaire which have no options are iii) called as\_\_\_\_\_ questions. Multiple choice questionsb) Closed ended questions a) Open ended questions Structured questions c) d) The last page of research report is \_\_\_\_\_. a) Title Page b) Findings Appendix Bibliography c) d) The observation method collects data. v) Pure and Implied b) Verbal and Non-Verbal a) Basic and Applied Implied and Analytical c) d)

- vi) An abstract is a \_\_\_\_\_.
  - a) Synopsis b) Finding
  - c) Recommendation d) Review
- B) Match the following :
  - i) Applied research
  - ii) Quota sampling
  - iii) Questionnaire
  - iv) Newspapers
  - v) Thesis is also known as
- a) Secondary Data
- b) Dissertation
- c) On the basis of Objectives
- d) Type of sampling
- e) Primary Data

- C) True or False (any 4)
  - i) Research corrects perceptions as well as expands them.
  - ii) Simple random sampling is also known as probability sampling.
  - iii) Secondary Data is easy to collect, as it is already available.
  - iv) Research report is nothing but a part of research itself.
  - v) Basic research related to some abstract idea or theory.

#### *Q2*) Short Answer (any 3)

- a) Describe the Objectives of Research.
- b) Explain the types of Random Sampling.
- c) What do you mean by Contents of Research Report.
- d) Explain the "*Internal*" Sources of Secondary Data.

#### Q3) Long Answer (any 2)

- a) Explain the research process in detail.
- Discuss the Merits and Demerits of a good questionnaire.
- What is a Research Design? Explain its need and importance.
  - Explain in detail the characteristics of Research Report.

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[5]

[4]

[32]

[24]