

Total No. of Questions : 3]

SEAT No. :

PA-2009

[Total No. of Pages : 2

[5955]-402

S.Y.B.B.A.(I.B.)

402 : RESEARCH METHODOLOGY

(2019 Pattern) (Semester-IV)

Time : 2½ Hours]

[Max. Marks : 70

Instructions to the candidates:

- 1) All questions are compulsory.
- 2) Figures to the right indicate full marks.

Q1) A) Fill in the blanks.(any 5)

[5]

- i) Research inculcates _____ and inductive thinking.
 - a) Analytical
 - b) Scientific
 - c) Qualitative
 - d) Quantitative
- ii) Authenticity of a research finding is its _____.
 - a) Hypothesis
 - b) Objectivity
 - c) Researcher
 - d) Analysis
- iii) Magazines is a sources of _____ data.
 - a) Primary
 - b) Secondary
 - c) Inhouse
 - d) External
- iv) In research methodology, interpretation is the search of _____.
 - a) Research Objectives
 - b) Research Problem
 - c) Literature Review
 - d) Research Finding
- v) The data which is collected first hand is called as _____.
 - a) Primary
 - b) Secondary
 - c) Inhouse
 - d) External
- vi) The first page of the research report is _____.
 - a) Appendix
 - b) Bibliography
 - c) Index
 - d) Title page

P.T.O.

- B) Match the following [5]
- | | |
|-----------------------------------|--------------------------------|
| i) Descriptive research | a) Non-probability sampling |
| ii) Reserch design | b) Subjective |
| iii) Systematic sampling | c) On the Basis of Application |
| iv) Data interpretation should be | d) Probability sampling |
| v) Judgemental sampling | e) Blue print of research |

- C) True or False (Any 4). [4]
- Research helps to find potential sources of finance.
 - Descriptive research studies deal with association between variables and determining of frequency with which something occurs.
 - Secondary Data is current and real time data.
 - The research report should be factual.
 - A good research design gives the smallest experimental or it yields maximal information.

- Q2)** Short answer (Any 3). [24]
- State the Criteria of Good Research.
 - Explain the advantages of Secondary data.
 - What are the Essentials of a Good Research Design.
 - Explain the various steps in writing Report.

- Q3)** Long Answer (Any 2). [32]
- Explain the different types of Research.
 - What are the different types of research design?
 - Explain the layout of a Research Report.
 - Explain Primary Data along with advantages and disadvantages.

