

Total No. of Questions : 3]

SEAT No. :

P1936

[Total No. of Pages : 2

[6035]-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) Multiple Choice Question. [5]

- a) Which of the following is not characteristic of good research?
 - i) Systematic
 - ii) Logical
 - iii) Controlled
 - iv) Subjectivity
- b) _____ describes the present state of affairs as it exists without having any control over variables.
 - i) Analytical Research
 - ii) Descriptive Research
 - iii) Applied Research
 - iv) Distinctive Research
- c) Data collected from an archive or the records of an organisation is called_____.
 - i) Internal Data
 - ii) Secondary Data
 - iii) External Data
 - iv) Primary Data
- d) A list of works on a subject or by an author that were used or consulted to write a research paper, book or article is called _____.
 - i) Body
 - ii) Conclusion
 - iii) Bibliography
 - iv) Suggestion
- e) The process of reviewing data is called _____.
 - i) Data Interpretation
 - ii) Data Analysis
 - iii) Data Breaching
 - iv) Data Reading

B) Match the Pairs. [5]

- | Group A | Group B |
|--------------------------------------|----------------------------|
| a) Focus group | i) Judgemental sampling |
| b) Non - probability sampling | ii) Subjective |
| c) Last stage of research writing is | iii) Qualitative Data |
| d) Data interpretation should be | iv) Blue print of research |
| e) Research design | v) Report Writing |

P.T.O.

- C) Answer in one sentence. [5]
- a) What is Probability sampling?
 - b) What is meant by Testing of Hypothesis?
 - c) What is qualitative research?
 - d) What is Primary Data?
 - e) What is Simple random sampling?

- D) Fill in the blanks. [5]
- a) Basic Research findings often provide the basis for later _____ research.
 - b) A Blue print of Research work is known as research _____.
 - c) _____ Data refers to the published data and data collect in the past.
 - d) The research report should be _____.
 - e) In _____, sample is selected from population, based on the ease of access.

Q2) Long Answer (any 3) [3×10=30]

- a) What is Research? Explain the process of research
- b) Discuss the methods of sampling
- c) What is research report? Discuss steps in writing research report.
- d) Discuss the methods of collecting secondary data.
- e) What are the various types of research?

Q3) Short Answer (any4) [4×5=20]

- a) Questionnaire method of data collection
- b) Primary data and features of primary data
- c) Interview method of data collection
- d) Research design
- e) Limitations of research
- f) Data Processing

