

Total No. of Questions : 3]

SEAT No. :

P-6032

[Total No. of Pages : 2

[6145]-402

S.Y. B.B.A. (IB)

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) Literature review help researcher to identify the _____ of the work that have been done so far.
 - a) Hypothesis
 - b) Objectives
 - c) Scope
 - d) Title
- ii) _____ is the name of the conceptual framework in which the research is carried out.
 - a) Literature Review
 - b) Research Plan
 - c) Research Design
 - d) Framework
- iii) Authenticity of a research finding is its _____.
 - a) References
 - b) Objectivity
 - c) Limitation
 - d) Scope
- iv) The list of special terms and phrases used is given in the form of a _____.
 - a) Bibliography
 - b) Webliography
 - c) Objectives
 - d) Glossary
- v) Bibliography means _____.
 - a) Authenticity
 - b) Index
 - c) Table of Contents
 - d) List of Books Referred
- vi) In a _____ interview, the questions are not pre decided.
 - a) Structured
 - b) Unstructured
 - c) Online
 - d) Telephonic

P.T.O.

B) Match the following : [5]

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

C) True or False (any 4) [4]

- i) Exploratory research based on existing studies.
- ii) Cluster sampling involves grouping the population.
- iii) In Unstructured Interview a set of pre-decided questions are set.
- iv) Research report is considered as a medium to communicate research work with relevant people.
- v) Coding is the first step of data processing.

Q2) Short Answer (any 3). [24]

- a) Explain the challenges before researchers in India
- b) State and explain the components of research design.
- c) State the precautions to be taken while in writing a Research Report.
- d) Explain concept of Open and Closed ended questions with example.

Q3) Long Answer (any 2) : [32]

- a) State and Explain the steps involved in Report Writing?
- b) Discuss the different sources of secondary data.
- c) What is hypothesis? Describe the qualities of Good hypothesis.
- d) What are the different types of research design?

