

Total No. of Questions : 3]

SEAT No. :

PB-1433

[Total No. of Pages : 3

[6225]-501

T.Y. B.B.A.

**501 : RESEARCH METHODOLOGY  
(2019 Pattern) (CBCS) (Semester - V)**

*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 Questions. (Any 5) [5 × 1 = 5]**

- i) If the null hypothesis is false then which of the following is accepted?
  - a) Null Hypothesis
  - b) Positive Hypothesis
  - c) Negative Hypothesis
  - d) Alternate Hypothesis
- ii) Which of the following is Non-Probability Sampling method?
  - a) Simple random Sampling
  - b) Cluster Sampling
  - c) Systematic Sampling
  - d) Snowball Sampling
- iii) To study and analyse the human behaviour \_\_\_\_\_ research is conducted.
  - a) Qualitative
  - b) Quantitative
  - c) Manual
  - d) Numerical
- iv) Which of the following options most appropriately explains “Research Ethics”?
  - a) It states how to write a research report by copy and paste.
  - b) It gives the guidelines for duplicating the original.
  - c) It highlights about showing others work as own work.
  - d) It provides a common set of do’s & dont’s of conducting ethical research.
- v) The Master plan specifying the methods & procedures for collection & analysing the needed information in research is \_\_\_\_\_.
  - a) Research Design
  - b) Building design
  - c) Architect’s Plan
  - d) Research School

**P.T.O.**

- vi) The purpose of review of literature is \_\_\_\_\_
- a) to find research gaps      b) to analyze data
- c) to interpret data              d) to prepare a research report

B) Match the Pairs : [5 × 1 = 5]

- |                                  |                                    |
|----------------------------------|------------------------------------|
| i) Primary Data                  | a) Non Probability Sampling Method |
| ii) Secondary Data               | b) Exploratory Research            |
| iii) Stratified Sampling         | c) Questionnaire                   |
| iv) Purposive Sampling           | d) Literature                      |
| v) Discovery of ideas & insights | e) Probability Sampling Method     |

C) Answer in one sentence. [5 × 1 = 5]

- i) What is Primary data?
- ii) Define Null Hypothesis.
- iii) What is Probability Sampling.
- iv) Define Stratified Random Sampling.
- v) Name the referencing styles.

D) Fill in the blanks (Any 5) [5 × 1 = 5]

- i) Pure research is also known as \_\_\_\_\_.
- ii) Absolute zero exists in \_\_\_\_\_ scale.
- iii) \_\_\_\_\_ Sampling indicate that all the units of universe are given equal chance of being selected in the sample.
- iv) A process of \_\_\_\_\_ includes drawing out conclusions from data analysis.
- v) ANNOVA stands for \_\_\_\_\_.
- vi) Sample is regarded as subset of \_\_\_\_\_.

[Probability Sampling, Data Interpretation, Analysis of Variance, Population, Basic or Fundamental Research, Ratio Scale]

**Q2) Long Answer Questions (any 3 out of 5)** [3 × 10 = 30]

- a) State & Explain the objectives & significance of Research
- b) State & Explain the types of Probability Sampling.
- c) Discuss advantages & disadvantages of Primary & Secondary data.
- d) Explain in detail the structure of Research paper.
- e) Define Research design & elaborate the types of Research Design.

**Q3)** Write Short Notes on (Any 4 out of 6) :

**[4 × 5 = 20]**

- a) Sources of collecting Primary data.
- b) Criteria for good research.
- c) Features of good research design
- d) Types of measurement scales.
- e) Principles of Ethical Research
- f) Challenges faced by researcher.

