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SEAT No. :

PC-1126

[Total No. of Pages : 3

[6316]-301

T.Y. B.B.A.

**GC(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) Choose the correct answer from the option given below. (any 5) [5]

- i) Research process begins with _____
 - a) Research design
 - b) Collection of data
 - c) Identification of research problem
 - d) Report writing
- ii) Sample is regarded as a subset of _____.
 - a) Abstract
 - b) Example
 - c) Population
 - d) Discipline
- iii) A Blue print of Research work is known as _____.
 - a) Sampling design
 - b) Research hypothesis
 - c) Research design
 - d) Research approach
- iv) Absolute Zero exists in _____.
 - a) Interval scale
 - b) Ordinal scale
 - c) Nominal scale
 - d) Ratio scale
- v) Review of Literature helps in _____.
 - a) repetition of work
 - b) duplication of work
 - c) identifying gaps of research
 - d) increase the knowledge of English grammar

P.T.O.

vi) _____ is original in nature and collected directly from first hand experience.

a) Secondary data

b) Primary data

c) Wholesum data

d) Magazine information

B) Match the following. [5]

i) Qualitative Research

a) Numerical data

ii) Published Data

b) Relationship between the variables

iii) Alternate Hypothesis

c) Primary data

iv) Quantitative Data

d) Study the human nature

v) Observation Method

e) Secondary data

C) Fill in the blank. [5]

i) _____ is either a written or printed instrument for data collection, either in physical form or electronic form.

ii) _____ sampling is used when it is difficult to identify the members of the desired population.

iii) Data collected from the research Journal is an example of _____ data.

iv) _____ is the process of assigning symbols to the responses in the data collection.

v) Fundamental research is also known as _____.

[Secondary, Coding, Pure Research, Questionnaire, Snowball]

D) Answer in one statement : [5]

i) Meaning of research methodology.

ii) What is plagiarism?

iii) What is Likert scale?

iv) What do you mean by Interpretation?

v) What is probability sampling?

Q2) Answer any three out of five :

[3 × 10 = 30]

- a) What is Research? Explain in brief the different types of Research.
- b) State the concept of primary data. Discuss the advantages and disadvantages of the same.
- c) What is Research? Explain the problems faced by researcher in the India.
- d) What is meant by Research Design? State the various stapes in Research Design process.
- e) Explain the need & process of Data Interpretation.

Q3) Write short note on any four :

[4 × 5 = 20]

- a) Describe the objectives of Research.
- b) Sources of secondary data.
- c) Review of Literature.
- d) Research Paper
- e) Types of non-probability sampling method.
- f) Research Ethics

