[6143]-501

T.Y.B.B.A.

GC - 501 : RESEARCH METHODOLOGY

(2019 CBCS Pattern) (Semester -V)

Time : 2½ Hours]

[Max. Marks : 70

Instructions to the candidates:
1) All questions are compulsory.
2) Figures to the right indicates full marks.
3) Neat diagram must be drawn wherever necessary.

Q1) A) Multiple Choice Questions: (any 5)   [5]

a) In the task of data processing. _____ means assigning symbols to the answers, whereby the responses options can be limited to certain number only.

   i) Editing   ii) Coding

   iii) Classification   iv) Modifying

b) _____ is the simplest measurement scale, where number symbols are assigned in order to label.

   i) Interval scale   ii) Ratio scale

   iii) Nominal scale   iv) Order scale

c) The study to check the behaviour of students in the online class is an example of _____.

   i) Qualitative research   ii) Quantitative research

   iii) Historical research   iv) Action research

d) In the research process, the next step after formulation of research problem is _____.

   i) Sample designing   ii) Review of Literature

   iii) Data analysis   iv) Data collection

e) The researcher wishes to study each and every student at the college, so his study is _____.

   i) Sample oriented   ii) Population oriented

   iii) Quota oriented   iv) Partial oriented

P.T.O.

f) There is no relationship between salary of the person and his happiness is the example of _____.
   i) Null hypothesis
   ii) Alternate hypothesis
   iii) Substitute hypothesis
   iv) Variant hypothesis

B) Answer in one sentence: (any 5)   [5]
   a) What is analytical research?
   b) What is the purpose of Review of Literature?
   c) What is a Questionnaire?
   d) What is data analysis?
   e) What is abstract in research paper?
   f) What is 5 point Likert scale rating?

C) Match the pairs   [5]

Column 1		Column 2	
i)	Quantitative Research	a)	Applied Research
ii)	Research design	b)	Giving credit to the contributor of data
iii)	Hypothesis	c)	Numerical, Mathematical analysis
iv)	Action Research	d)	Blueprint of the researcher
v)	Citation	e)	Assumption put to test

D) Fill in the blanks: (any 5)   [5]
   a) In _____ research, the findings of research are objective in nature and there is no scope for bias or partiality in its observation.
   b) _____ research answers the questions - what, where, how, when, how much, how often.
   c) In case of _____ sampling, each and every unit has a known and equal chance of selection.
   d) Utilization of Central Government reports is the source of _____.
   e) _____ consist of formalized set of questions, where the feedback of the respondent is taken orally, but the responses are written down by the enumerator (data collector).
   f) _____ is the act of copying another person's idea or work as one's own idea or work.

Q2) Long Answer Question (any 3 out of 5)   [30]

    a)   Define the term Research? Explain the different types of Research in detail.

    b)   What is Research Design? Explain the features of good research design.

    c)   What is Sampling? Explain the various types of Sampling.

    d)   What is Primary Data? Explain the different methods of Collection of Primary data.

    e)   Define Research Report? Explain the layout of a research report.

Q3) Short notes (any 4 out of 6)   [20]

    a)   Significance of Research in Business.

    b)   Objectives of Research.

    c)   Scaling & measurement.

    d)   Null and Alternate Hypothesis.

    e)   Structure of Research Paper.

    f)   Sources of Secondary data.

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