

Total No. of Questions : 3]

SEAT No. :

PD-1411

[Total No. of Pages : 3

[6440] - 701

T.Y. B.B.A.

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

Time : 2½ Hours]

[Max. Marks : 70

Instructions to the candidates:

- 1) *All questions are compulsory.*
- 2) *Figures to the right indicate full marks.*
- 3) *Neat diagrams must be drawn wherever necessary.*

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

- i) In the research process, first step of research is _____
 - a) Sample designing
 - b) Review of Literature
 - c) Problem Identification
 - d) Data collection
- ii) The main objective of _____ study is to acquire knowledge
 - a) Exploratory
 - b) Descriptive
 - c) Diagnostic
 - d) Descriptive and Diagnostic
- iii) _____ is the simplest measurement scale, where number symbols are assigned in order to label.
 - a) Interval scale
 - b) Ratio scale
 - c) Nominal scale
 - d) Order scale
- iv) A formal document that presents the research objectives, design of achieving these objectives, and the expected outcomes/deliverables of the study is called...
 - a) Research design
 - b) Research proposal
 - c) Research hypothesis
 - d) Research report

P.T.O.

D) Fill in the blanks: (any 5) :

[5]

- i) Random sampling is also called _____
- ii) Final stage in the Research Process is _____
- iii) In case of _____ sampling, each and every unit has a known and equal chance of selection.
- iv) _____ research answers the questions-what, where, how, when, how much, how often.
- v) Utilization of Central Government reports is the source of _____
- vi) _____ is the act of copying another person's idea or work as one's own idea or work.

Q2) Long Answer Questions (any 3 out of 5) :

[30]

- i) What is Research? Explain the steps involved in research process.
- ii) What is Sampling? Explain the various types of Sampling.
- iii) What is Secondary Data? Explain the different methods of Collection of Secondary data.
- iv) Define Research Report? Explain the layout of a research report.
- v) Explain the needs and techniques of Data interpretation.

Q3) Short notes (any 4 out of 6) :

[20]

- i) Ethics in Report Writing.
- ii) Precaution in Interpretation.
- iii) Testing of Hypothesis.
- iv) Methods of Data Analysis
- v) Structure of Research Paper
- vi) Benefits of Tabulation

