

Res. Methodology.

Q. P. Code: 21571

2 Hours

Total Marks: 60

- N.B.: 1. All questions are compulsory.
2. Figures to the right indicate full marks.

- Q1 What is research? Explain the features and importance of research in business 15
OR
a Explain the significance of review of literature in research 08
b Describe the factors that determine the sample size. 07
- Q2 Bring out the advantages and disadvantages of primary data and secondary data 15
OR
a Briefly explain the stages in research process 08
b What are the essentials of a good questionnaire? 07
- Q3 What is data processing? Explain its importance in research 15
OR
A State the use of Correlation and Regression Analysis in research 08
B Explain data interpretation and the precautions to be taken by researcher in interpreting data 07
- Q4 A State whether the following statements are True or False: 05
1 Good research should be based on objectivity and not subjectivity
2 In survey method of data collection, data cannot be collected through observation method
3 A researcher may use inductive or deductive logic while conducting analysis
4 Closed ended questions are those in which respondents selects one or more options from a pre-determined set of responses
5 If the p-value < significance level, H_0 is accepted
- Q4 B Fill in the blanks with the help of proper option: 05
1 Basic Research is also called as _____ research
a. Applied b. Descriptive c. Fundamental d. Analytical
2 Research Design can be _____ in nature
a. Exploratory b. random c. Systematic d. None
3. One of the popularly known sampling framework is _____
a. MHRD report b. Economic Report c. Weather report d. Census Report
4 _____ is defined as the probability of rejecting null hypothesis when it is true
a. Type I error b. Type II error c. Analytical error d. All of these
5 A research report is completed by adding _____
a. Review of literature b. Footnotes c. Diagrams d. References

Q4 C Match the following:

Group A

- 1 Descriptive Research
- 2 Cluster sampling
- 3 Primary Data
- 4 ANOVA
- 5 Coding

Group B

- a. Mail survey
- b. Two factor variance
- c. Categories or classes
- d. Characteristics of Data
- e. Units as sample

OR

Q4 Short Notes on any Three:

- 1. Research Report Writing
- 2. American Psychological Association (APA)
- 3. Footnotes and Bibliography.
- 4. Ethics in research
- 5. Role of Computers in research
