

PARUL UNIVERSITY
FACULTY OF MANAGEMENT
BBA Summer 2022-23 Examination

Semester: 5
Subject Code: 06101332
Subject Name: Research Methodology

Date: 29/03/2023
Time: 2.00pm to 4.30pm
Total Marks: 60

Instructions

1. All questions are compulsory.
2. Figures to the right indicate full marks.
3. Make suitable assumptions wherever necessary.
4. Start new question on new page.

Q.1A). Do as Directed. (Each of 1 mark) (05)

1. Research is a tool that is specific to certain disciplines. (True/False)

2. Multistage sampling is a _____
a) Probability sampling c) Snowball sampling
b) Purposive sampling d) Non-probability sampling

3. Research method is a broad term, while research methodology is specific to a particular research problem (True/False)

4. A valuable source of problem formulation is based on informal interviews conducted with industry experts. (True/False)

5. Quota sampling is same as the stratified random sampling. (True/False)

B). Define the following. (Each of 1 mark) (05)

1. Research
2. Descriptive Research
3. Sampling
4. Hypothesis
5. Degree of freedom

C). Direct questions. (Each of 1 mark) (05)

1. Give two differences between primary and secondary data.
2. What is quantitative research?
3. What do you mean by simple random sampling?
4. Give two objectives of research.
5. Mention any two techniques of probability sampling.

Q.2 Answer the following questions.

A). Explain various types of research with brief explanation. (07)

B). Explain the research process in detail. (08)

Q.3 Answer the following questions.

A). What is analysis of variance? Mention its assumptions. (07)

B). Explain the various methods of sampling. (08)

Q.4 Attempt any two questions. (Each of 7.5 mark) (15)

1. What is a questionnaire? Can it be used in all situations for research? Support your answer with suitable examples.
2. Prepare a questionnaire for comparing the living standards of a person living in a specific region.
3. "The task of defining the research problem often follows a sequential pattern". Explain.
4. What do you mean by sample design? What points should be taken in to consideration by a researcher in developing a sample design for this research project?