

**PARUL UNIVERSITY**  
**FACULTY OF MANAGEMENT**  
**BBA Winter 2022-23 Examination**

**Semester:5**  
**Subject Code: 06101332**  
**Subject Name: RESEARCH METHODOLOGY**

**Date: 08/10/2022**  
**Time: 10.30am to 1.00pm**  
**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.1 Do as Directed.****Multiple choice type questions/Fill in the blanks. (Each of 1 mark) (05)**

1. Research for the sake of pure knowledge is called...
 

a) Basic Research	c) Historical Research
b) Applied Research	d) Decision Oriented Research
2. Research gap can be identified using...
 

a) Executive Summary	c) Literature Review
b) Research proposal	d) Data collection
3. Actual measure of a population size is called...
 

a) Universe	c) Sample
b) Sampling Frame	d) Sampling Method
4. Research, as defined by the author, is everything except\_\_\_\_\_
 

a) Systematic	c) Assist management in decision making
b) Politically biased	d) Objective
5. The effect of extraneous variable can be minimized using...
 

a) Control	c) Both A & B
b) Experiment	d) None of above

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

1. Ex - post facto Research
2. Exploratory Research
3. Sampling Frame
4. Census Study
5. Quota Sampling

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

1. What is Research Proposal?
2. Define Dichotomous and Discrete variables in Research.
3. Define Proposition and Hypothesis
4. What is Pilot testing?
5. What is snowball sampling?

**Q.2 Answer the following questions.**

**A).** Depict the management research question hierarchy for the advertising manager of a newspaper. (07)

**B).** Differentiate between Quantitative and Qualitative approach of Research in detail. (08)

**Q.3 Answer the following questions.**

**A).** What do you mean by Sample? Explain various Probability Sampling methods in details. (07)

**B).** State the data collection methods in Research. Explain various Primary Data collection methods in detail. (08)

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

1. An Ice cream manufacturing firm loses its market to its competitors in last few years; it wants to study the reasons for it through market Research. Explain Research process for the firm in detail.
2. Prepare a detail questionnaire for a Wafer manufacturing firm which wants to introduce new flavor of wafers in Gujarat.
3. What is Anova? Explain its assumptions in detail.
4. Where we can use chi square test, F-test and T-test in research? State the steps used in calculation of chi square test.

