

PARUL UNIVERSITY
FACULTY OF ARTS
B.A Summer 2018 – 19 Examination

Semester: 04

Subject Code: 15101254

Subject Name: Research Methodology and Data Analysis

Date: 22/04/2019

Time: 02:00pm 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.1 Do as directed.**(08)****A. Multiple choice type questions. (Each of 0.5 mark)**

1.are based upon the existence of a common characteristic such as year of birth, graduation or marriage, within a subgroup of a population.

a) Cross sectional studies	b) Experimental studies
c) Cohort studies	d) None of the above

2. A.....could be of an individual, a group, a community, an instance, an episode, an event, a subgroup of a population, a town or a city.

a) Case Study	b) Cohort Studies
c) Experimental Studies	d) Hypothesis

3.are a form of strategy in qualitative research in which attitudes, opinions or perceptions towards an issue, product, service or programme are explored through a free and open discussion between members of a group and the researcher.

a) Cohort Studies	b) Experimental Studies
c) Focus Group Discussions	d) None of the above

4. Method of data collection is included in.....

a) Hypothesis	b) Variables
c) Research Questions	d) Research Design

5. Mean, Median & Mode are _____.

a) Measures of central tendency	b) Measures of dispersion
c) Sampling Types	d) Research methods

6. Data can be categorized as _____.

a) Primary & secondary data	b) Good data & Bad data
c) Useful data & objective data	d) None of the above

7. _____ is a written list of questions, open ended or closed, prepared for use by an interviewer in a person-to-person interaction.

a) Interview Schedule	b) Hypothesis
c) case study	d) None of the above

8. _____ is a question within a question.

a) Double barreled question	b) Open ended question
c) closed ended question	d) Research question

- B. What are the functions of literature review in research? (05)
C. What is the difference between face validity and content validity? (05)

OR

- C. Discuss different types of non- probability sampling methods with suitable examples. (05)
Q.4 Answer the following.
A. What is a questionnaire and what are its advantages and disadvantages? (06)
B. Discuss & explain Likert's scale with suitable example. (06)
C. What are advantages and disadvantages of Interview technique? Explain with suitable examples. (06)

OR

- C. Discuss snowball sampling method and its importance with suitable example. (06)