

PARUL UNIVERSITY
FACULTY OF COMMERCE
B.Com. (Hons.) Winter 2017 – 18 Examination

Semester: 3
Subject Code: 16100205
Subject Name: Research Methodology

Date: 13/12/2017
Time: 10:30 am to 1:00 pm
Total Marks: 60

Instructions:

1. Attempt all questions as directed.
2. Figures to the right indicate full marks.
3. Make suitable assumptions wherever necessary.

Q.1 (A) MCQ (1 mark each. All Compulsory)**(06)**

1. Hypothesis which develops a relation between two variables in the research is
 - a) Null Hypothesis
 - b) Alternative Hypothesis
 - c) Relational Hypothesis
 - d) Descriptive Hypothesis
2. Final stage in the Research Process is
 - a) Problem formulation
 - b) Data collection
 - c) Data Analysis
 - d) Report Writing
3. Bibliography means-
 - a) Foot Note
 - b) Quotations
 - c) List of Books referred by researcher
 - d) Books
4. The original source from which researcher collects information is
 - a) Primary Source
 - b) Secondary Source
 - c) Both primary and Secondary
 - d) None of these
5. A member of the population is called
 - a) Element
 - b) Census
 - c) Sample
 - d) Group
6. In which sample population is divided into different strata and sample is taken from different strata?
 - a) Quota Sampling
 - b) Snow ball sampling
 - c) Stratified sampling
 - d) Purposive Sampling

(B) Do as directed (1 mark each. All Compulsory)**(06)**

- A.** Define Research.
- B.** What do you understand by Covert Observation?
- C.** What is an Independent Variable?
- D.** Briefly state the meaning of Sampling Frame.
- E.** What are focus groups?
- F.** Give an example of descriptive research.

- Q.2 Answer the following. (4 marks each. All Compulsory)** (12)
- A. Explain the Non-Probability Sampling Techniques.
 - B. Explain in detail the Levels of Measurement.
 - C. Explain the meaning, advantages and disadvantages of Close Ended types of Questionnaire.
- Q.3 Answer the following. (6 marks each. Any Three out of Four)** (18)
- A. Interview is conducted through various methods. Explain any 6 types of interviews used for interviewing people.
 - B. Explain the Approaches of Research in detail.
 - C. What do you understand by Secondary Data? Explain how secondary data is evaluated.
 - D. Survey is a type of descriptive Research. Explain the concept of Survey Research and the process of Survey Research.
- Q.4 Answer the following. (9 marks each. Any Two out of Three)** (18)
- A. Explain in detail the concept of Scaling and the classification of Scaling Techniques.
 - B. Explain the term Questionnaire and the process of designing a questionnaire in detail.
 - C. Explain the concept, types, process and errors of Hypothesis.