

PARUL UNIVERSITY
FACULTY OF COMMERCE
B.Com (Hons) Winter 2018 – 19 Examination

Semester: 3

Subject Code: 16100205

Subject Name: Research Methodology

Date: 02/11/2018

Time: 10.30 am to 1.00 pm

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.**A) Multiple choice type questions. (Each of one mark)****(06)**

1. Which is not the approach of research?

a) Inductive	b) Abductive
c) Reductive	d) Deductive
2. Observation is a type of ____ research.

a) Exploratory	b) Experimental
c) Descriptive	d) Causal
3. The final stage in research process is _____.

a) Hypothesis	b) Review of Literature
c) Report	d) Sampling
4. _____ is an assumption used in research.

a) Population	b) Literature
c) Hypothesis	d) Sampling
5. Bibliography means-

a) Bible	b) Research
c) List of Books and Websites	d) Footnote
6. Questionnaire is a ____ method of data collection.

a) Primary	b) Tertiary
c) Secondary	d) None

B) Definitions / One-liners / Terms. (Each of one mark)**(06)**

1. What is the purpose of research?
2. Define Primary Data.
3. State the types of Survey Method.
4. State the types of Questionnaires.
5. What do you understand by Non Probability Sampling?
6. Give an example of research problem.

Q.2 Numerical / Short Note Questions. (Each of 04 mark)**(12)**

1. Determine the levels of measurement.
2. Explain the procedure of preparing a report in research in brief.
3. Discuss the advantages of the Open Ended Questions in brief.

Q.3 Answer the following. (Any Three)**(18)**

1. Explain in detail the process of Defining a Research Problem.
2. Distinguish between Observational Research and Survey Research.
3. Determine in detail with the help of a flowchart the process of Sampling.
4. What is Hypothesis Testing? Explain in detail the process of Hypothesis Testing.

Q.4 Answer the following. (Any two)**(18)**

1. Explain the concept and classification of Qualitative Research in detail.
2. "Companies conduct Various types of interviews." Explain the concept and types of interviews in detail.
3. Classify the sampling techniques and explain them in detail with the help of a flowchart.