

**PARUL UNIVERSITY**  
**FACULTY OF COMMERCE**  
**B.Com. (Hons) Winter 2019 -20 Examination**

Semester: 3

Subject Code: 16100205

Subject Name: Research Methodology

Date: 28/11/2019

Time: 10:30 AM TO 1:30 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. Conducting surveys is the most common method of generating
  - a) Primary data
  - b) Secondary data
  - c) Qualitative data
  - d) None of the above
2. Hypothesis refers to
  - a) The outcome of an experiment
  - b) A conclusion drawn from an experiment
  - c) A form of bias in which the subject tries to outguess the experimenter
  - d) A tentative statement about the relationship
3. Personal interviews conducted in shopping malls are known as:
  - a) Mall interviews
  - b) Mall intercept interviews
  - c) Brief interviews
  - d) None of the given options
4. Research conducted in class room atmosphere is called
  - a) Field study
  - b) Survey
  - c) Laboratory Research
  - d) Empirical Research
5. A methods of collecting primary data in which a number of individuals with a common interest interact is called
  - a) Telephone Interview
  - b) Clinical Interview
  - c) Focused Interview
  - d) Group Interview
6. Motivation Research is a type of ..... research
  - a) Quantitative
  - b) Qualitative
  - c) Pure
  - d) Applied

**B) Explain Following Terms. (Each of one mark)****(06)**

- 1.Primary Data
- 2.Rank Order
- 3.Projective Technique
- 4.Probability Sampling
- 5.Nominal Scale
6. Likert Scale:

**Q.2 Write a note on following Questions. (Each of 04 mark)****(12)**

- 1.Describe various Interview Methods
2. Difference between Qualitative Research V/s Quantitative Research
- 3.Write a note on Sampling Design Process

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

1. Explain Process of Questionnaire Design.
2. Explain Research report Preparation and Presentation format
3. Advantage and Disadvantage of Secondary Data
4. Write an essay on Comparative Scale

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

1. What do you mean by Research? Explain Research Process in depth.
2. Describe Classification of Sampling Techniques
3. Explain General Procedure for Hypothesis testing