

PARUL UNIVERSITY
FACULTY OF COMMERCE
M.Phil. Winter 2019-20 Examination

Semester: 1
Subject Code: 16700101
Subject Name: Research Methodology – I

Date: 19/11/2019
Time: 10:30am to 01:00pm
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.**A) Match the A With B. (Each of one mark)****(06)**

A	B
1) Descriptive research	a) Information collected through original or first-hand research
2) Causal research	b) Carried out to understand a problem in depth and to gain insights for the further research.
3) Exploratory research	c) The systematic investigation of phenomena by gathering quantifiable data and performing statistical, mathematical or computational techniques.
4) Qualitative research	d) Describes the characteristics of the population or phenomenon.
5) Quantitative research	e) Scientific method of observation to gather non-numerical data
6) Primary data	f) Conducted in order to identify the extent and nature of cause-and-effect relationships

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

- 1) Research Problem
- 2) Sampling
- 3) Research Design
- 4) Secondary Data
- 5) Population
- 6) Research

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

- 1) Primary Data v/s Secondary Data
- 2) What is Measurement Scaling? Discuss the Level of Measurement Scaling with Examples.
- 3) Discuss the Differences between Questionnaires & Schedules.

Q.3 Answer the following Questions. (Any 03) (Each of 06 marks)**(18)**

- 1) Define the Secondary Data. Discuss the Sources of Secondary Data.
- 2) What do you mean by Descriptive Research? Write a brief short note on Descriptive Research.
- 3) Define Research. Discuss the steps involved in formal research process.
- 4) What is Observational method? Discuss the Interviewing technique in detail.

Q.4 Answer the following Questions. (Any 02) (Each of 09 marks)**(18)**

- 1) Qualitative Research v/s Quantitative Research
- 2) Define Sampling. Discuss the different Sampling Techniques.
- 3) Define Research Design. Discuss the classification of Research Design in detail with examples.
- 4) Define Survey Method. Discuss the different Survey methods in detail