

**PARUL UNIVERSITY**  
**FACULTY OF MANAGEMENT**  
**BBA Winter 2019-20 Examination**

**Semester: 5**  
**Subject Code : 06101332**  
**Subject Name: Research Methodology**

**Date:03/12/2019**  
**Time:10:30am to 01:00pm**  
**Total Marks: 60**

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**Instructions**

1. All the Questions are compulsory.
2. Figures in the right indicates full marks.
3. Make suitable assumptions wherever necessary.
4. Start a new questions on new page.

**Q.1 Do as Directed.**

**A) Multiple choice questions/ Fill in the Blanks. (Each of 1 marks) (05)**

1. Research is \_\_\_\_\_ approach.  
a) Scientific                      b) Technical                      c) Sociological    d) None
2. \_\_\_\_\_ is a task of drawing inferences.  
a) Data Analysis                      b) Interpretation                      c) Testing                      d) None
3. To collect the information from Magazine and news paper is the example of \_\_\_\_\_  
a) Primary data                      b) Secondary data                      c) Both                      d) None.
4. In ANOVA “VA” mean \_\_\_\_\_  
a) Value                      b) Variance                      c) Variable                      d) None.
5. \_\_\_\_\_ Research seeks to find cause and affect relationship between variables.  
a) Causal                      b) Descriptive    c) Analytical    d) None

**B) Define the following (Each of 1 marks) (05)**

1. Research
2. Sample
3. Secondary Data
4. Hypothesis
5. Questionnaire

**C) Direct Questions. (Each of 1 Marks) (05)**

1. What is literature review?
2. What do you mean by research methodology?
3. What do you mean by quota sampling?
4. When ANOVA is used?

5. Name the types of hypothesis?

**Q.2 Answer the following questions.**

- A) Elaborate different types of Research. (07)  
B) Discuss various probability sampling methods with an appropriate examples. (08)

**Q.3 Answer the following questions.**

- A) Define Primary data. Explain various sources of primary data. (07)  
B) Briefly describe the different steps involved in a research process. (08)

**Q.4 Attempt any two questions. (Each of 7.5 marks) (15)**

1. What is Sampling. Discuss an essential of good sample.
2. Write a short note on research approaches.
3. Explain Non probability sampling methods in detail.
4. A researcher selects a random sample of eighteen people for experiment of Which six were shown a direct promise of the benefit them (Ad- A) , six shown a provocative theme (Ad- B) and six were shown a command theme (Ad – C). Results of experiment are shown in the table. Use ANOVA of ‘ F’ Ratio to determine whether there is a significance difference.

(F tab: 3.68) Level of significant: 0.05

Respondents	Ad -A	Ad-B	Ad-C
1	6	4	5
2	7	4	5
3	5	5	4
4	8	7	7
5	8	7	8
6	8	6	7