

PARUL UNIVERSITY
FACULTY OF COMMERCE
M.Com (Hons) Winter 2019 – 20 Examination

Semester: 1
Subject Code: 16200104
Subject Name: Research Methodology

Date: 26-11-2019
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) Multiple choice type questions. (Each of one mark)****(06)**

1. The _____ of obtaining information is based on the questioning of respondents. Respondents are asked a variety of questions regarding their behavior, intentions, attitudes, awareness, motivations, and demographic and lifestyle characteristics.

a. Survey Method	c. Qualitative Approach
b. Observation Method	d. Quantitative Approach
2. Types of Survey Methods

a. Telephonic Interview	c. Mail & Questionnaire
b. Personal Interview	d. All of the Above
3. Another name of Questionnaire is

a. Schedule	c. Measuring Instrument
b. Interview Form	d. All of the Above
4. If the population size is small, what is a suitable method?

a. Census Study	c. Sample Study
b. Accidental Sample Study	d. Random selection Study
5. Probability Sampling Methods

a. Convenience Sampling	c. Judgmental Sampling
b. All of the Above	d. None of the Above
6. In _____, an initial group of respondents is selected, usually at random. After being interviewed, these respondents are asked to identify others who belong to the target population of interest.

a. Random Sampling	c. Judgmental Sampling
b. Snowball Sampling	d. Convenience Sampling

B) True & False**(06)**

1. Research is a term which follows systematic and scientific process.
2. Research problem formulation is a last step in research process.
3. Research is an academic activity.
4. To test the hypotheses, we need only one variables or factors.
5. In stratified sampling method, simple meaning of strata is a group.
6. Research in common parlance refers to a search of knowledge.

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

1. Discuss the Objectives of Research
2. Briefly Explain Primary Data with its Advantages and Disadvantages.
3. Distinguish between Exploratory Research V/S Conclusive Research

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

1. Scale Characteristics and Levels of Measurement
2. Nonprobability Sampling Techniques
3. Explain Key Differences between Qualitative and Quantitative Research
4. Discuss the Meaning of Research Design

Q.4 Answer the following. (Any two)

(18)

1. Discuss the Telephone Methods for Data Collection
2. Explain the Research Process.
3. Elaborate Types of Research (Classification of Research)