

**PARUL UNIVERSITY**  
**FACULTY OF MANAGEMENT**  
**BBA Winter 2017 - 18 Examination**

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

**Date: 04/01/2017**  
**Time: 02.00pm to 4.30pm**  
**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 (Each of 1 mark)****A). Multiple Choice Questions****(05)**

1. One of the most important features of a good research study is replicability of findings. (True/False)
2. A hypothesis that has two sub hypotheses is called "Two directional hypotheses". (True/False)
3. Exploratory research always leads to a conclusive research study. (True/False)
4. Which of these is not a method of data collection?
 

a) Questionnaire	c) Experiments
b) Interviews	d) Observations
5. Which type of data do you need for Chi-square test?
 

a) Ratio	c) Ordinal
b) Interval	d) Parametric

**B). Define the following (Each of 1 mark)****(05)**

1. Primary data
2. Population
3. Data processing
4. ANOVA
5. Questionnaire

**C). Direct questions (Each of 1 mark)****(05)**

1. What is Research?
2. What do you mean by cluster sampling?
3. Mention two essentials of good sampling.
4. What is tabulation?
5. Mention the sources of secondary data.

**Q.2 Answer the following questions.****A) Give detailed explanations related to various approaches to the research.****(07)****B) How research is useful in management decision making. Illustrate with example.****(08)****Q.3 Answer the following questions.****A) Explain the pros and cons of questionnaires and interviews.****(07)****B) Explain the objectives and significance of research.****Q.4 Attempt any two questions (Each of 7.5 marks)****(15)**

1. "Research is much concerned with proper fact findings, analysis and evaluation." Do you agree with the statement? Give reasons in support of your answer.
2. Enumerate the different methods of collecting data. Explain its merits and demerits.
3. Why tabulation is considered essential in research study? Narrate the characteristics of a good table.
4. Empirical research in India creates so many problems for the researchers. State the problem that are usually faced by such researchers.