Seat No:_____ Enrollment No:_____

PARUL UNIVERSITY

FACULTY OF MANAGEMENT

BBA Summer 2018 - 19 Examination

Semester: 5 **Date: 15/05/2019**
Subject Code: 06101332 **Time: 2:00 pm to 4:30 pm**
Subject Name: Research Methodology **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/Fill in the blanks. (Each of 1 mark) **(05)**

1. Which of the following is non-probability sampling?
   a) Snowball c) Random
   b) Cluster d) Stratified
2. What is the purpose of doing research?
   a) To identify problem c) Both a and b
   b) To find the solution d) None of these
3. Testing hypothesis is a …….
   a) Inferential Statistics c) Data Preparation
   b) Descriptive Statistics d) Data Analysis
4. Which of the following is not an essential element of report writing?
   a) Research methodology c) Conclusion
   b) Reference d) None of these
5. A literature review requires …….
   a) planning c) clear writing
   b) good writing d) All of the given option

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

1. Mention the sources of secondary data
2. Descriptive research
3. Mention two essentials of good sampling.
4. Difference between Parametric test and Non-Parametric test
5. Type I Error and Type II Error

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

1. What is Degree of Freedom?
2. What is Hypothesis testing?
3.What do you understand by Exploratory research?
4. What is ANOVA?
5. List down types of Sampling.

Q.2 Answer the following questions.

A). What are the differences between qualitative and quantitative research technique? **(07)**

B). Distinguish between primary and secondary method of data collection. Is it possible to use secondary data method as substitutes of primary methods? Justify your answer with suitable examples. **(08)**

Q.3 Answer the following questions.

A). How research is useful in management decision making. Illustrate with example. **(07)**

B). Explain the research process in detail. **(08)**

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

1. Explain Features of Good Research.
2. Why tabulation is considered essential in research study? Narrate the characteristics of a good table.
3. Enumerate the different methods of collecting data. Which one is most suitable for conducting enquiry regarding family welfare programme in India? Explain its merits and demerits.
4. “Research is much concerned with proper fact findings, analysis and evaluation.” Do you agree with the statement? Give reasons in support of your answer.