

**PARUL UNIVERSITY**  
**FACULTY OF MANAGEMENT**  
**BBA., Summer 2017 - 18 Examination**

**Semester: 5**  
**Subject Code: 06101332**  
**Subject Name: Elective-1 - Research Methodology**

**Date: 15/06/2018**  
**Time: 10:30 am to 01: 00 pm**  
**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 questions/Fill in the blanks. (Each of 1 mark) (05)**

1. \_\_\_\_ method involves sending questionnaire to the respondents by post.
 

a) Interview	c) observation
b) mail survey	d) Experiments
2. \_\_\_\_ research is an empirical enquiry for situations that has already occurred
 

a) Ex- post facts	c) Applied
b) Experimental	d) Basic
3. Logical reasoning makes research more meaningful in the context of \_\_\_\_
 

a) Objective	c) decision making
b) problem	d) Result
4. \_\_\_\_ means a critical examination of the assembled and grouped data for studying the characteristics
 

a) Analyzing	c) Editing
b) Tabulation	d) Coding
- 5.. Multistage sampling is a \_\_\_\_\_
 

a) Probability sampling	c) Snowball sampling
b) Purposive sampling	d) Non-probability sampling

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

1. Sampling
2. Exploratory Research
3. ANOVA
4. Questionnaire
5. Primary Data

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

1. Mention the sources of secondary data.
2. Give two differences between primary and secondary data.
3. What do you mean by stratified random sampling?
4. What is Qualitative research?
5. Mention two essentials of good sampling.

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

- A. Explain the various methods of sampling. (07)
- B. Explain the pros and cons of questionnaires and interviews. (08)

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

- A. Explain the research process in detail. (07)
- B. What is analysis of variance? Mention its assumptions? (08)

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

1. What do you mean by sample design? What points should be taken in to consideration by a researcher in developing a sample design for the research project.
2. What is questionnaire? Can it be used in all situations for research? Support your answer with suitable examples.
3. Why tabulation is considered essential in research study? Narrate the characteristics of a good table.
4. “The task of defining the research problem often follows a sequential pattern” Explain.