

Mid-West University  
**Examinations Management Office**  
Surkhet, Nepal  
Final Examination-2078  
Bachelor of Business Studies (BBS)  
Semester - V

Subject: Research Methodology  
Full Marks: 60 Pass Marks: 30

Course Code: MGMT 452  
Time: 3: 00 Hours

*You are required to answer in your own words as far as applicable. Figures in the margins indicate full marks.*

**SECTION A: VERY SHORT ANSWER QUESTIONS (10 X 1 = 10 MARKS)**

Answer **ALL** questions.

1. Point out any two objectives of research.
2. Define descriptive research.
3. What is research problem?
4. Explain the term validity.
5. What is focus group discussion?
6. Define research report.
7. What is scaling?
8. Write any two differences between quantitative and qualitative research.
9. What is coding?
10. Define convenience sampling.

**SECTION B: SHORT ANSWER QUESTIONS (3 X 8 = 24 MARKS)**

Answer any **THREE** questions.

11. What is scientific research? Describe the major features of scientific research. [3 +5]
12. Why review of literature is necessary for research work? Define the sources of literature review. [4+4]
13. Define sampling. Explain the types of probability sampling procedure. [3+5]
14. What is research proposal? Describe the purpose of research proposal. [3+5]
15. What is research methodology? Explain the process of scientific research. [2+6]

**SECTION C: LONG ANSWER QUESTIONS (2 X 13 = 26 MARKS)**

Answer any **TWO** questions.

16. What is research design? Why is it necessary in research work? Explain the types of research design. [2+3+8]
17. What is data analysis? Explain the methods of data collection in research. [3+10]
18. What is measurement in research? Explain the different types of measurement. [4+9]

**THE END**