

MID-WESTERN UNIVERSITY
EXAMINATIONS MANAGEMENT OFFICE
FINAL EXAMINATION: 2019
BACHELOR OF BUSINESS STUDIES (BBS)
SEMESTER – V

Subject: Research Methodology
Full Marks: 100

Course Code: MGMT 352
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 2 = 20 MARKS)

Answer ALL questions.

- Q1. What is quantitative research?
- Q2. Differentiate between research method and research methodology.
- Q3. List out the objectives of research.
- Q4. Briefly expose your view on classification of data.
- Q5. What is research interview?
- Q6. Differentiate between open-ended and close-ended questionnaire.
- Q7. What do you mean by pretesting?
- Q8. Point out the sources of literature review.
- Q9. Define reliability.
- Q10. List out any four qualities of a good research report.

SECTION B: SHORT ANSWER QUESTIONS (6X 8 = 48 MARKS)

Answer any SIX questions.

- Q11. What is research? What steps are undertaken in conducting the best research? Describe. (2+6)
- Q12. Expose the essential criteria of a good research. (8)
- Q13. Show the differences between basic and applied research in detail.
- Q14. Define research design. Describe the features of a good research design. (3+5)
- Q15. Explain the features of a good sampling. (8)
- Q16. Define primary data. What methods do you prefer to use collecting the primary data? Explain. (2+6)
- Q17. What is measurement? State and explain the types of measurement. (2+6)
- Q18. What is a research problem? What factors do you consider while selecting research problems? (3+5)

SECTION C: LONG ANSWER QUESTIONS (2 X 16 = 32 MARKS)

Answer any TWO questions.

- Q19. Define sampling .Explain the different types of sampling in detail. (4+12)
- Q20. What is research proposal? What contents would you like to include in your research proposal? Explain in detail. (4+12)
- Q21. Highlight the concept of research questionnaire. Explain the types of questionnaire and also state the general guidelines that help to construct a good questionnaire. (4+8+4)