

MID-WESTERN UNIVERSITY  
FACULTY OF MANAGEMENT  
FINAL EXAMINATION: 2073  
BACHELOR OF BUSINESS STUDIES (BBS)  
SEMESTER - V

Subject: Research Methodology  
Full Marks: 100

Course Code: MGMT 452  
Time: 3 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 (10X2 = 20 MARKS)**

*Answer ALL questions.*

- Q1. Give the meaning of research.
- Q2. List out any four features of research design.
- Q3. Briefly describe the term research problem?
- Q4. Give the concept of scientific research.
- Q5. Make any two differences between research method and methodology.
- Q6. List out any four sources of secondary data.
- Q7. Clarify the term coding?
- Q8. Mention any two criteria of topic selection?
- Q9. Define the term Pre-testing.
- Q10. Write a short note on 'Halo Effect'.

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

*Answer any SIX questions.*

- Q11. Explain the objectives and significance of research. [4+4]
- Q12. What is meant by review of literature? Discuss the major sources of literature review. [2+6]
- Q13. What are the steps involved in research process. Describe. [8]
- Q14. Explain the features of good sampling design. [2+6]
- Q15. Give the concept of research design? Explain the needs of research design. [2+6]
- Q16. State the main features of a good research report. [8]
- Q17. What do you mean by measurement? Explain the types of measurement. [2+6]
- Q18. Define primary data. Explain the sources of primary data. [2+6]

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

*Answer any TWO questions.*

- Q19. Give the concept of sampling? Explain the types of sampling design. [4+12]
- Q20. What is research report? What are the components and steps involved in research report? [2+6+8]
- Q21. Define questionnaire? Explain the types of questionnaires. [4+12]