

MID-WESTERN UNIVERSITY
EXAMINATIONS MANAGEMENT OFFICE
MAKE-UP EXAMINATION: 2018
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 X2 = 20 MARKS)

Answer ALL questions.

- Q1. Mention any four objectives of research.
- Q2. Point out any four types of measurement.
- Q3. State the sources of literature.
- Q4. List out any four factors affecting on selection of data.
- Q5. What is validity?
- Q6. State any four qualities of good hypothesis.
- Q7. What is pilot study?
- Q8. Write any two differences between primary and secondary data.
- Q9. What is bibliography?
- Q10. State the causes of coding the data.

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

Answer any SIX questions.

- Q11. What is research? Explain any four types of research. 3+5
- Q12. What is literature review? Why is it essential? 3+5
- Q13. What is scientific research? Write down the features of scientific research. 3+5
- Q14. What is sampling? Explain about random sampling technique. 3+5
- Q15. Enumerate the essential quality of a good research report. 8
- Q16. Discuss the criteria of topic selection. 8
- Q17. Explain any two techniques of collecting primary data in brief. 8
- Q18. What is research report? Explain the types of research report. 3+5

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

Answer any TWO questions.

- Q19. What is research proposal? Explain the major steps involved in preparing a research proposal. 6+10
- Q20. What is research design? Describe the various research designs. 6+10
- Q21. What do you understand by questionnaire? Write any three differences between structured and un-structured questionnaire. Mention any five relevant questions with an appropriate research topic. 6+4+6