

Mid-West University  
Examinations Management Office  
Surkhet, Nepal  
End-Semester Examination-2081  
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. Define business research.
2. Define review of literature in research.
3. Write the meaning of validity.
4. What is editing?
5. List any two sources of literature review.
6. List out the types of reliability tests.
7. Write any two types of research report.
8. What is focus group discussion?
9. Give any two examples of interval scale.
10. What is questionnaire administration?

**SECTION B: SHORT ANSWER QUESTIONS (3 X 5 = 15 MARKS)**

Answer any **THREE** questions.

11. What is research design? Mention the features of good research design. [3+5]
12. What do you mean by a research report? Describe the essentials of a good research report. [3+5]
13. Write the sources of data collection and explain the interview as a primary data collection method. [3+5]
14. What is measurement? Differentiate between nominal and ordinal measurement. [3+5]
15. Describe the types of research in detail. [8]

**SECTION C: LONG ANSWER QUESTIONS (2 X 10 = 20 MARKS)**

Answer any **TWO** questions.

16. What is scientific research? Describe the process of scientific research. [3+10]
17. What is sampling? Describe the types of non-probability sampling with suitable examples. [3+10]
18. What is a research proposal? Describe the components of the research proposal in detail. [3+10]

THE END