

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. Differentiate between research methods and research methodology.
2. Define sampling.
3. Write the meaning of reliability.
4. What is coding?
5. How do you understand the internal and external research proposal?
6. List out the types of probability sampling.
7. Write any two essentials of a good research report.
8. What is focus group discussion?
9. Write the meaning of pair comparison scaling techniques in short.
10. Give the meaning of content validity.

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

Answer any **THREE** questions.

11. What is a literature review? Mention the source of the literature review. [3+5]
12. What do you mean by a research proposal? Describe the contents (component) of the research proposal. [3+5]
13. What are the sources of data collection? Explain the important considerations of data collection. [3+5]
14. What is measurement? Explain, in detail, the types of measurement scales. [3+5]
15. Write the meaning of research design. Explain the descriptive research design in detail. [3+5]

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

Answer any **TWO** questions.

16. What is scientific research? Describe any five types (classification) of research. [3+10]
17. What is primary data? Describe the interview methods as a data collection tool in detail with their merits and demerits. [3+7+3]
18. What is a research report? Describe the components of a research report. [3+10]

THE END