

Paper Code: MBA3203

School of Management, BBD University

Program: IMBA

Sem: 4th

First Sessional Test Paper Even Sem (2023-24)

Subject: Research Methodology

Time: 60 Minutes

Max. Marks: 30

**SECTION-A**

(This section contains very short answer type questions)

Q. No. 1. Attempt All parts of the following:

[5\*1 = 5]

- a) Define research.
- b) What is sampling?
- c) What are the concept of sampling?
- d) What are the need and significance of research?
- e) Define research design.

**SECTION-B**

Q.No.2. Attempt any Two of the following:

[7.5\*2 = 15]

- a) What are the types of research?
- b) Discuss interview as a technique of data collection.
- c) How will a researcher prepare his questionnaire, explain by preparing its format?
- d) What are the various forms of a measurement of schales?

**SECTION-C**

Q. No. 3. Attempt any One of the following:

[10\*1 = 10]

- a) Explain the meaning and significance of a research design.
- b) What are the precautions taken by the researchers before preparing a questionnaire?
- c) Write short notes on any two of the followings-
  - Data collection through schedules.
  - Exploratory research.
  - Research process.
  - Primary and secondary data.