Enrollment No......................................

Faculty of Commerce / Management Studies
End Sem (Even) Examination May-2022
CM3SE04 / MS3CO14 Research Methodology

Programme: BBA / BBA (DM) / B.Com. (Hons.)	Branch/Specialisation: Management / Commerce

Duration: 3 Hrs.   **Maximum Marks: 60**

Note: All questions are compulsory. Internal choices, if any, are indicated. Answers of Q.1 (MCQs) should be written in full instead of only a, b, c or d.

Q.1 i. The Census carried out by the Government of India is an example of-   **1**
   (a) Exploratory research   (b)Causal research
   (c) Descriptive research   (d) All of these

   ii. Which of the following is the type of research?   **1**
   (a) Quantitative research   (b) Qualitative research
   (c) Action research   (d) All of these

   iii. Not rejecting null hypothesis, when it is false is-   **1**
   (a) Type-I error   (b) Type-II error
   (c) Two tailed error   (d) None of these

   iv. _____ is a type of research intended to seek the solution of **1** immediate problem.
   (a) Applied research   (b) Basic research
   (c) Action research   (d) None of these

   v. For measuring satisfaction level of customers regarding a product of **1** service, an appropriate scale is-
   (a) Nominal scale   (b) Ordinal scale
   (c) Interval scale   (d) Ratio scale

   vi. Source of data collected through observation is called-   **1**
   (a) Primary   (b) Secondary
   (c) Primary and secondary   (d) None of these

   vii. Other things being equal, as the sample size increases, the result tend to **1** be more reliable and accurate indicates:
   (a) Principle of statistical regularity
   (b) Law of inertia of large numbers
   (c) Principle of representativeness
   (d) None of these

P.T.O.

viii. An example of probability sampling is- **1**
 (a) Quota sampling   (b) Snow-ball sampling
 (c) Purposive sampling   (d) Lottery method

ix. While discussing the caveats of the study, the restraints and shortfall in **1** data collection, sampling design or the scope of the study, is written in which part of the research report-
 (a) Conclusion of the study   (b) Findings of the study
 (c) Problem definition   (d) Limitations of the study

x. The practice of showing someone's work/idea/paper as one's own **1** without proper acknowledgement is termed as-
 (a) Citation   (b) Plagiarism
 (c) Referencing   (d) None of these

Q.2 i. Explain the meaning and definition of research. **2**

ii. What are the features of good research? **3**

iii. Explain the application of research in business decision making. **5**

OR iv. Discuss the significance of research. **5**

Q.3 Attempt any two:

i. What do understand by 'literature review'? Discuss its significance in **5** research.

ii. What is a hypothesis? Give its types. Explain type-I and type-II errors. **5**

iii. 'Research is a process of drawing inferences about the population on **5** the basis of sample', Elaborate it.

Q.4 Attempt any two:

i. Explain nominal scale and ordinal scale with suitable examples. **5**

ii. Distinguish between primary data and secondary data. Explain various **5** sources of primary and secondary data.

iii. What do you understand by research ethics? Discuss them in detail. **5**

Q.5 i. Write short note on- **4**
 (a) Sample and population
 (b) Sampling errors and non-sampling errors

ii. Discuss any two types of probability and non-probability sampling **6** designs with suitable examples.

OR iii. What do you understand by sample design? Discuss the characteristics **6** of a good sample design.

Q.6 i. Differentiate between research proposal and research report. **2**

ii. What are different types of research reports? Explain all of them in **8** detail along with suitable example.

OR iii. What do you understand by referencing and bibliography? Why it is **8** needed?

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Marking Scheme
CM3SE04 / MS3CO14 Research Methodology

Q.1 i. The Census carried out by the Government of India is an example of- **1**
(c) Descriptive research

ii. Which of the following is the type of research? **1**
(d) All of these

iii. Not rejecting null hypothesis, when it is false is- **1**
(b) Type-II error

iv. _____ is a type of research intended to seek the solution of **1** immediate problem.
(c) Action research

v. For measuring satisfaction level of customers regarding a product of **1** service, an appropriate scale is-
(b) Ordinal scale

vi. Source of data collected through observation is called- **1**
(a) Primary

vii. Other things being equal, as the sample size increases, the result tend to **1** be more reliable and accurate indicates:
(c) Principle of representativeness

viii. An example of probability sampling is- **1**
(d) Lottery method

ix. While discussing the caveats of the study, the restraints and shortfall in **1** data collection, sampling design or the scope of the study, is written in which part of the research report-
(d) Limitations of the study

x. The practice of showing someone's work/idea/paper as one's own **1** without proper acknowledgement is termed as-
(b) Plagiarism

Q.2 i. Meaning of research   1 mark   **2**
Definition of research   1 mark

ii. Any three features of good research   **3**
1 mark for each   (1 mark * 3)

iii. Any five application of research in business decision making.   **5**
1 mark for each   (1 mark * 5)

OR iv. Any five significance of research.   **5**
1 mark for each   (1 mark * 5)

Q.3 Attempt any two:
i. Meaning of 'literature review'   2 marks   **5**
Any three significance in research
1 mark for each (1 mark * 3)   3 marks

ii. Meaning/definition of hypothesis   1 mark   **5**
Its types   2 marks
Type-I and type-II errors   2 marks

iii. 'Research is a process of drawing inferences about the population on **5** the basis of sample'
As per the explanation

Q.4 Attempt any two:
i. Nominal scale   2 marks   **5**
Ordinal scale   2 marks
Examples of both scales   1 mark

ii. Distinguish between primary data and secondary data   **5**
Any two differences 1 mark for each (1 mark * 2)   2 marks
Any three sources of primary and secondary data
1 mark for each (1 mark * 3)   3 marks

iii. Any five research ethics   **5**
1 mark for each   (1 mark * 5)

Q.5 i. (a) Sample and population   2 marks   **4**
(b) Sampling errors and non-sampling errors   2 marks

ii. Probability sampling designs   2 marks   **6**
Non-probability sampling designs   2 marks
Suitable examples   2 marks

OR iii. Sample design   2 marks   **6**
Any four characteristics of a good sample design
1 mark for each (1 mark * 4)   4 marks

Q.6 i. Any two differences research proposal and research report.   **2**
1 mark for each   (1 mark * 2)

ii. Types of research reports   6 marks   **8**
Examples of research reports   2 marks

OR iii. Referencing   3 marks   **8**
Bibliography   3 marks
Need of Referencing and Bibliography   2 marks

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