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Roll No.

226754A

5th Sem. / Business Management (Marketing Retail, HRM)
Subject : Research Methodology

Time : 3 Hrs.

M.M. : 60

SECTION-A

Note: Multiple Choice Questions. All Questions are compulsory. (6x1=6)

- Q.1 What is the significance of sample size determination?
- a) To reduce research time
 - b) To ensure the results are generalizable
 - c) To minimize costs
 - d) To increase researcher bias
- Q.2 Which data source provides first-hand information for research?
- a) Secondary data b) Primary data
 - c) Tertiary data d) Archived data
- Q.3 Which method is commonly used for data collection in qualitative research?
- a) Surveys b) Observations
 - c) Experiments d) Statistical analysis
- Q.4 What is the primary purpose of data validation?
- a) To increase sample size
 - b) To interpret findings
 - c) To analyse data
 - d) To ensure accuracy and reliability of data

Q.5 What is the significance of using statistical software in research?

- a) To eliminate the need for data analysis
- b) To automate data collection
- c) To facilitate complex data analysis efficiently
- d) To enhance the presentation of findings

Q.6 What software is commonly used for statistical analysis in research?

- a) SPSS b) Microsoft Word
- c) Power Point d) Google Docs

Section-B

Note: Objective/Completion type questions. All questions are compulsory. (6x1=6)

Q.7 Research methodology is only applicable in academic setting. (True/False)

Q.8 Qualitative research aims to understand behaviours and experiences. (True/False)

Q.9 Informed consent is not a necessary ethical consideration in research. (True/False)

Q.10 Sampling techniques are importance for the validity of research findings. (True/False)

Q.11 Primary data is collected from existing sources. (True/False)

Q.12 Quantitative research uses statistical methods to analyse data. (True/False)

Section-C

Note: Short answer type Question. Attempt any eight questions out of Ten Questions. (8x4=32)

Q.13 Explain the role of descriptive statistics in research.

Q.14 Explain the difference between qualitative and quantitative research.

Q.15 Describe the key components of a research report.

Q.16 What are the main features of APA citation style?

Q.17 Discuss the importance of drafting and presenting research findings professionally.

Q.18 Explain how to assess the reliability of data collection tools.

Q.19 What factors influence sample size determination?

Q.20 How survey is different from observation in research?

Q.21 Discuss the role of interviews in qualitative research.

Q.22 What is the significance of the discussion section in a research report?

Section-D

Note: Long answer questions. Attempt any two question out of three Questions. (2x8=16)

Q.23 Discuss the different sampling techniques used in research.

Q.24 Explain different data collection techniques used in research.

Q.25 Discuss the structure and components of a research report.