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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?
- To eliminate the need for data analysis
 - To automate data collection
 - To facilitate complex data analysis efficiently
 - 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.