

- Q.16 Describe the main types of research designs.
- Q.17 How do you formulate a research question ?
- Q.18 Explain the concept of a hypothesis with an example
- Q.19 What are some common sampling techniques used in research ?
- Q.20 Define primary and secondary data sources.
- Q.21 Discuss various methods of data collection .
- Q.22 What is the purpose of data validation in research ?

SECTION-D

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

- Q.23 Define research methodology and its significance in academic and professional settings.
- Q.24 What are the different research designs used in research ?
- Q.25 Discuss different academic writing styles and citation formats.

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Business Management
5th Sem. / (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 research methodology ?
a) The study of research subjects
b) The systematic approach to conducting research
c) The presentation of research findings
d) The literature review process
- Q.2 Which type of research focuses on numerical data and statistical analysis ?
a) Qualitative b) Quantitative
c) Mixed Methods d) Case Study
- Q.3 What is the primary purpose of qualitative research ?
a) To explore in-depth understanding of phenomena
b) To test hypotheses

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- c) To analyse statistical relationships
d) To collect large data sets
- Q.4 Which of the following is a key ethical consideration in research ?
a) Ensuring confidentiality
b) Maximizing data collection
c) Minimizing costs
d) Increasing sample size
- Q.5 What is a hypothesis ?
a) A question posed for research
b) An analysis of previous studies
c) A detailed report of research findings
d) A testable prediction about the relationship between variables
- Q.6 Which sampling technique involves selecting individuals randomly from a population ?
a) Convenience Sampling
b) Purposive Sampling
c) Simple Random Sampling
d) Stratified Sampling

SECTION-B

- Note:** Objective/ Completion type questions. All questions are compulsory. (6x1=6)
- Q.7 A hypothesis is a definitive conclusion reached after research .(True/False)
Q.8 Data validation ensures the reliability of research findings.(True/False)
Q.9 Descriptive statistics summarize and describe the characteristics of data. (True/False)
Q.10 Research integrity includes honesty and ethical practices in research .(True/False)
Q.11 The results section of a research report includes only analysis and interpretations .(True/False)
Q.12 A control group is essential in correlational research. (True/False)

SECTION-C

- Note:** Short answer type questions. Attempt any eight questions out of ten questions. (8x4=32)
- Q.13 Define research methodology and its importance .
Q.14 How can statistical software assist researchers?
Q.15 Discuss the significance of ethical considerations in research .