

- 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 ?
- The study of research subjects
 - The systematic approach to conducting research
 - The presentation of research findings
 - The literature review process
- Q.2 Which type of research focuses on numerical data and statistical analysis ?
- Qualitative
 - Quantitative
 - Mixed Methods
 - Case Study
- Q.3 What is the primary purpose of qualitative research ?
- To explore in-depth understanding of phenomena
 - To test hypotheses

- 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 .