Paper / Subject Code: 66701 / Research Methodology for Business

Q. P. Code: 21573

Duration: 2 Hrs   **Total Marks: 60**

N.B.   1) All questions are compulsory

2) All questions carry equal marks

Q.1.   a. Define Research. Explain the Importance of Research in Business   (15)

b. Elaborate on the steps in formulation of Research Problem.

OR

a. What is Hypothesis? Enumerate the different types of Hypothesis   (15)

b. Explain the factors determining sample size

Q.2   a. Explain the Concept and Limitations of Primary Data   (15)

b. What are the sources of collecting Secondary Data

OR

a. Elaborate on the factors determining the choice of Method of Data
   Collection   (15)

b. What are the essentials of a Good Questionnaire?

Q.3   a. Explain briefly the stages in Data Processing   (15)

b. Enumerate the Measures of Central Tendency

OR

a. Write a note on Parametric Test   (15)

b. What are the precautions to be taken in Data Interpretation

Q.4   A.   State whether the following are True or False   (5)

1.   Null hypothesis states that there is no relationship between two or more
       variables

2.   Snowball sampling techniques is the process of selecting a sample using
       networks

3.   Open ended Questionnaire allows to choose from the stated limited
       alternatives

4.   ANOVA is a parametric test

5.   Respondents do not have a right to privacy

B. Fill in the blanks with appropriate options   (5)

1.   _____research is concerned with generalizations and
       formulation of Theory
       (Basic, Applied, Analytical, Descriptive)

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2. Identification of Research_____ is the first stage in Research process
   (Design, Problem, Review, Analysis)
3. When hypothesis is formulated on the basis of similarities it is called _____ hypothesis
   (Null, Descriptive, Analogical, Operational)
4. The _____ allows to state mathematically the relationship that exists between two variables
   (Mean, Mode, Correlation coefficient, Dispersion)
5. _____ report is basically used by the non-technical users
   (Technical, Popular, Article, CMS)

C. Match the Following   (5)

	A		B
1.	Sample	a.	Testing hypothesis
2.	Primary Data	b.	Citation Style
3.	t-test	c.	Part of the universe selected for study
4.	Chi-square test	d.	First hand information
5.	APA	e.	significance of difference between two independent samples

OR

Q. 4. Write Short Notes on (any Three)   (15)

a. Layout of Research Report
b. Modern Language Association Method (MLA)
c. Footnotes and Bibliography
d. Plagiarism
e. Role of Computer in Research

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