

Duration: 2 hours

Marks: 50

Instructions :- (1) All questions are compulsory.

(2) Figures to the right indicate full marks.

Q.1 Read the following case carefully and answers the questions.

Mr. Sudheer wish to set up an Online Grocery Business in Mumbai Region. He intends to settle down his venture by specifically understanding customer needs and ultimately work on means to fulfil them with right business strategy.

- ✓a) Prepare five objectives considering the above research problem 05
- ✓b) Frame important five questions for this research survey 05

Q.2 Answer the following (Any One) 10

✓A) What is research? Explain the various types of research.

OR

B) Elucidate the factors affecting the choice of method of data collection.

Q.3 Answer the following (Any One) 10

A) What are the advantages and disadvantages of Secondary Data?

OR

B) Discuss various factors determining Sample Size for doing research.

Q.4 Answer the following (Any One) 10

✓A) What is research report? Explain the contents of a research report

OR

B) Discuss the significance of Data Interpretation in Research.

Q. 5. Answer the following (Any One) 10

✓A) Elaborate on various stages of data processing in detail.

OR

B) Discuss in detail various Ethical Norms in research.