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Shree Damodar College of Commerce & Economics, Margao-Goa

FY BBA(FS), Semester II (REGULAR/REPEAT) Semester End Assessment APRIL 2023

BFS GEC 3: RESEARCH METHODOLOGY

Duration: 2Hours

Maximum Marks: 60

Instructions:

- 1) Start each question on a fresh page.
- 2) Figures to the right indicate maximum marks.
- 3) Q 1 is compulsory. Answer Any Four from Q 2 to Q7

Q1. Answer ANY FIVE of the following

(05*04 = 20 marks)

- a. Components of written report
- b. Basic Research v/s Applied Research
- c. Secondary Data
- d. Stratified Random Sampling and Cluster Sampling
- e. Merits of hypothesis
- f. Sampling and Non-Sampling Error

Q2. "Characteristics of research determine its quality and effectiveness." Elaborate. (10 Marks)

Q3. "The research process consists of a series of systematic procedures that a researcher must go through." Illustrate. (10 Marks)

Q4. "Data collection is an important aspect of any type of research study." In consideration to the above statement explain sources of primary data that the researcher can use for data collection. (10 Marks)

Q5. "The design of the questionnaire is of utmost importance, as a bad questionnaire renders the results uninterpretable, or worse, may lead to erroneous conclusions. Explicate the essentials that the researcher need to keep in mind while designing a questionnaire (10 Marks)

Q6. "A researcher can use various techniques for selecting the sample for his study." In light of the above statement enumerate the non-probability sampling techniques with relevant illustrations. (10 Marks)

Q7. One should take conscious steps to ensure that a report has all the essential characteristics which turn it into a good report. Elucidate. (10 Marks)
