

Vidya Vikas Mandal's
Shree Damodar College of Commerce and Economics, Margao-Goa
S.Y.BBA (FS), SEMESTER IV, END SEMESTER EXAMINATION, APRIL 2017
SUB: RESEARCH METHODOLOGY

Duration: 2 Hours

Max Marks: 60

Instructions:

- *All questions are compulsory.*
- *Start each question on a fresh page.*
- *Figures to right indicate maximum marks.*

Q1. Write short notes on ANY THREE of the following:

(03*04=12)

- A. Descriptive Research
- B. Inductive Reasoning
- C. Census Method
- D. Good Research
- E. Personal Interview

Q2. Answer ANY TWO of the following:

(02*12=24)

- A. What is Probability Sampling? Explain the Methods of Probability sampling.
- B. Explain the different ways of representing data graphically with the help of an example.
- C. What is Research? Discuss the Problems faced by researchers in India.

Q3. Answer ANY FOUR of the following:

(04*06=24)

- A. What is Secondary data? Explain the merits of secondary data.
 - B. Explain the sources of Non sampling errors.
 - C. Highlight the Steps involved in report writing.
 - D. Differentiate between Questionnaires and Schedules.
 - E. Explain the limitations of Research.
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