

VIDYA VIKAS MANDAL'S
SHREE DAMODAR COLLEGE OF COMMERCE & ECONOMICS
S.Y.BBA(Financial Services), Semester IV, Semester-End Assessment, April 2018
RESEARCH METHODOLOGY

Duration: 3 hours

Max. Marks: 60

Instructions:

- *Figures to the right indicate maximum marks.*
- *Question one is compulsory.*
- *Answer any Four from question 2 to question 7.*

Q1. Write a short note on any Five of the following:- (5*4=20)

- a. Deliberate sampling
- b. Central editing
- c. Population
- d. Primary data
- e. Simple random sampling
- f. Frequency Tables

Q2. Define Research. Discuss the Criteria of Good Research. (10 marks)

Q3. What is a Research Report? Explain the Layout of a Research Report. (10 marks)

Q4. Explain the Census Method of data collection. Explain its Merits and Demerits. (10 marks)

Q5. What do you understand by Secondary Data? State and explain its advantages and disadvantages. (10 marks)

Q6. What is Probability Sampling? Discuss the Probability Sampling Methods. (10 marks)

Q7. Explain the following with the help of an example: - (10 marks)

- a. Bar Graph
 - b. Pie Chart
 - c. Histogram
 - d. Stem and Leaf Plot
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