

Vidya Vikas Mandal's
Shree Damodar College of Commerce & Economics, Margao, Goa
SY BBA(FS), Semester IV, Semester End Assessment, April 2019
BFS C405: RESEARCH METHODOLOGY

Duration: 3 hours

Maximum Marks: 60

Instructions: 1. All questions are compulsory.

2. Answer each question on a fresh page.

3. Figures to the right indicate maximum marks.

Q. 1. Write a short note on ANY FOUR from the following:

(4*3=12 Marks)

- a. Deductive Reasoning.
- b. Alternative Hypothesis.
- c. Indeterminacy Principle.
- d. Editing of Data.
- e. Presentation considerations for a good report submission.

Q. 2. A. The key to a successful research lies in designing and execution of its process.

(12)

Elaborate on the research process in detail.

OR

X. Explain the types of research on the basis of intent.

(08)

Y. Mention the differences between Type I and Type II error.

(04)

Q. 3. A. What is an instrument in research? What are the essentials of a good questionnaire?

(12)

X. Explain the drawbacks of primary data.

(06)

Y. There exist several disadvantages of telephone interviews. Justify.

(04)

Q. 4. A. Appropriate sampling has paramount importance in quantitative research.

(12)

Elaborate on the techniques of sampling.

OR

X. Write a note on sampling and non-sampling errors and biases.

(08)

Y. Enumerate the characteristics of a good sample.

(04)

Q. 5. A. Explain the components of a research report.

(12)

OR

X. What are the various forms of data representation?

(06)

Y. Write a note on data coding with an example.

(06)