

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

Duration: 3 hour

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. Non sampling error
- B. Deductive Reasoning
- C. Quantitative Research
- D. Telephonic Interview
- E. Sampling

Q2. Answer ANY TWO of the following:

(02*12=24)

- A. Explain the steps involved in Research process.
- B. What is Probability Sampling? Explain the methods of Probability sampling.
- C. Explain the different ways of representing data graphically with the help of an example.
- D. Explain the Principles of tabulation.

Q3. Answer ANY FOUR of the following:

(04*06=24)

- A. What is Primary data? Explain the merits of primary data.
 - B. Briefly explain the steps involved in processing of data.
 - C. What is Personal Interview? Discuss its merits.
 - D. Explain the qualities of good research.
 - E. Discuss the problems faced by Researchers in India.
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