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VVM's Shree Damodar College of Commerce & Economics Margao-Goa
S.Y.BBA (FS), Semester-IV, Semester-End Assessment, Repeat October 2018
SUBJECT: 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 6.*

Q1. Answer any **FOUR** from the following: (4x3=12marks)

- a. State and explain any three objectives of Research.
- b. Explain the characteristics that secondary data must possess.
- c. How to choose class limits?
- d. Explain with the help of an example 'Stratified Method Sampling'
- e. What is 'Transcriptions of Data'?

Q2. a) State and explain the different types of Research. (12 marks)

OR

x) Explain the Research Process. (12 marks)

Q3. a) What are the Main Aspects of a Questionnaire? (12 marks)

OR

x) Explain the Quantitative & Qualitative Methods of Data Collection. (12 marks)

Q4. a) State and explain the different types of Sampling Methods. (12 marks)

OR

x) 'The data, after collection, has to be processed and analyzed in accordance with the outline laid down for the purpose at the time of developing the research plan.' Explain. (12 marks)

Q5. a) What are the different Methods of Displaying Data? (12 marks)

OR

- x) How to determine the frequency of each class? (04 marks)
- y) What are the characteristics of a good report? (08 marks)

Q6. a) Explain in detail the steps in writing a Report. (12 marks)

OR

x) Differentiate between Sampling Method and Census Method, Give examples for each. Also identify the Merits and Demerits for each of the methods. (12 marks)

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