

Vidya Vikas Mandal's
Shree Damodar College of Commerce & Economics, Margao- Goa
First Year BBA (FS) – Semester II, End Semester Examination, April 2015

RESEARCH METHODOLOGY - I

Duration: 1½ Hours

Max. Marks: 50

Instructions:

- Figures to the right indicate maximum marks
- Start each new question on a fresh page
- Answer **ANY FIVE** from the following

- Q.1 (a) Explain the steps necessary to carry out research process. (10)
- Q.2 (a) What is primary data? Explain the different method of primary data collection. (10)
- Q.3 (a) What is data processing? Explain the steps involved in processing of data? (10)
- Q.4 (x) What is telephonic interview? Briefly explain Merits and Demerits of telephonic interview. (5)
- (y) What is scheduled method? Explain the types of scheduled method. (5)
- Q.5 (a) What is Sampling Design? Explain the steps involved in sampling design. (10)
- Q.6 (x) Explain the types of Bar Charts. (5)
- (y) What do you understand by transcription? (5)
- Q.7 (x) Explain the Characteristics of Good sample. (5)
- (y) Differentiate Probability and Non Probability (5)
