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Shree Damodar College of Commerce and Economics, Margao-Goa  
S Y. BBA (FS), Semester IV, End Semester Examination, April 2015

RESEARCH METHODOLOGY-II

Timing: 1 Hour

Max.Marks:30

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**Instructions:** All questions are compulsory  
Start each question on a fresh page  
Figures to right indicate maximum marks

**Q1. Write short notes on the following:** (2.5 x 4 = 10)

- a. Significance of Report writing
- b. Icons on the menu bar of SPSS software
- c. Objectives of Research
- d. Concensus scale approach
- e. Graphical rating scale

**Q2.** a. State and explain the components of Research report. (10)

**OR**

x. A good research report is one which does this task efficiently and effectively.  
Comment. (10)

**Q3.** a. Explain the test of sound measurement. (6)

b. What is Research? Differentiate between Research method and Research methodology. (4)

**OR**

x. Explain the scale classification bases. (6)

y. Write a short note on Ranking scale. (4)

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