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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

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.

(10)

Comment.

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)
