RE-3538
Third Year B. B. A. (Sem. V) Examination
March / April - 2017
Research Methodology - I

Time : Hours ] [ Total Marks :

Instructions :

(1)

Fill up strictly the details of signs on your answer book.

Name of the Examiniation : Third Year B. B. A. (Sem. V)
Name of the Subject : Research Methodology - I

Subject Code No. : 3 5 3 8 Section No. (1, 2, ....) : NIL

Seat No. :

Student’s Signature

(2) All questions are compulsory.

(3) Figures to the right indicate full marks.

1 Answer the following questions briefly : (Any Five) 10

(1) What is intervening variable? Give example.

(2) State the objectives of writing initial request paragraph at the beginning of a questionnaire.

(3) State the sources of "concept" in research.

(4) Mention the merits to ask close ended questions in questionnaire.

(5) Mention any two classification informations needed in the research topic "to study consumer behaviour while purchasing mobile phone".

(6) What can be various reasons for inability to answer the question in a questionnaire?

(7) Name any one secondary data source which is useful in following situation :

(a) To study student drop out problem in college.

(b) To study liquidity crisis in a manufacturing company.

RE-3538] 1 [ Contd...
2 Answer: (Any Two)

(1) Explain the following with suitable examples:
   (a) Problem solving research Vs. Problem identification research
   (b) Longitudinal research

(2) Explain any six qualities of a good and scientific research.

(3) Discuss various types of response errors in business research.

3 (1) What is secondary data? Explain the process to evaluate secondary data with the help of flow chart.

(2) Compare various survey methods on following parameters: (Any Two)
   (1) Quantum of data
   (2) Diversity of questions
   (3) Sample control

OR

3 (1) Discuss various mail survey methods.

(2) Differentiate between primary data and secondary data. Discuss internal sources of secondary data.

4 (a) Attempt: (Any One)

(1) What are the advantages and problems of using open-ended questions in questionnaire? How these problems can be overcome?

(2) Design any six questions for seeking research topic related information in research regarding consumer behaviour while purchasing laptop. Don't write Personal Information related questions.

[Contd...]
(b) Make necessary corrections in following questions / statements : (Any four)

(1) Describe the performance of new appointed teacher in subject of Research Methodology.

...........................................................................
...........................................................................
...........................................................................
...........................................................................

(2) Is your Business Environment teacher sincere and knowledgeable?

Yes / No

(3) What is your income? Rs .................

(4) In last three years, how many times did you go to watch movie in cinema-hall with your family members?

................................................. times

(5) As a health conscious person, should we do exercise regularly?

☐ Yes  ☐ No

(6) Do you intend to buy a new house in the next year?

☐ Yes  ☐ No

(7) Which shampoo brand do you buy? .........................