



RAN-2508000705020001

B.B.A. (Sem. - V) Examination October - 2025

DSCC-12-Major -2 : Research Methodology

Time: 2 Hours]

[Total Marks: 50

સૂચના : / Instructions

- (1) ઉપરોક્ત દર્શાવેલ વિગતો ઉત્તરવહી પર અવશ્ય લખવી.
Fill up strictly the above details on your answer book
- (2) Write to the point answers.
- (3) Figures to the right indicate marks allotted to those questions.
- (4) Draw diagrams wherever necessary.
- (5) All questions are compulsory to attend.

Seat No.:

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Student's Signature

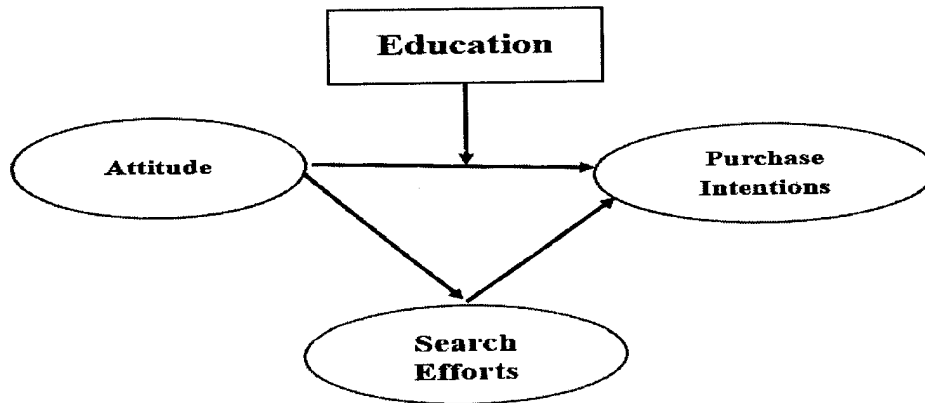
Q. 1 Answer the following questions in brief. (Any Five)

10

- a. Explain Exploratory Research Design in brief.
- b. What is difference between mail survey and e-mail survey?
- c. Match the following.

	Sampling Methods	Characteristics
A	Strata	Based on referrals
B	Snowball	Picking every i^{th} element
C	Systematic Sampling	Within heterogenous and across homogenous
D	Cluster	Within homogenous and across heterogenous

- d. List down various comparative scales used to measure attitudes-
- e. Explain why Data Cleaning is needed?
- f. What do you mean by dichotomous questions?
- g. Observe the following diagram and match the given variables with their types.



	Variables		Types
V1	Education	T1	Independent Variable
V2	Attitude	T2	Moderating Variable
V3	Search Efforts	T3	Dependent Variable
V4	Purchase Intentions	T4	Mediating Variable

Q. 2.	Explain various steps involved in business research process.	14
OR		
Q. 2	A. Explain ‘ <i>Anupalabdhi</i> ’ and ‘ <i>Shabda</i> ’ with reference to Bhartiya Knowledge Systems in Research Methodology.	07
	b. Evaluate various survey methods based on following parameters giving suitable examples.	07
	• Diversity of Questions • Interviewer’s Bias	
Q.3	Discuss various probabilistic and non-probabilistic sampling techniques.	14
OR		
	a. Explain Nominal, Ordinal, Interval and Ratio Scales giving suitable examples.	07
	b. Draft a questionnaire on the topic “A Study on Preferences and Attitude of people towards Family Restaurants in Surat city.” Your questionnaire must not include more than Three demographic questions.	07
Q. 4.	Attempt any three of the following.	12
	a. Descriptive Research Design	
	b. Suitability of Observation	
	c. Simple Random Sampling Technique	
	d. Types of Research Report	
	e. Q-Sort Scale	