



B. P. COLLEGE OF BUSINESS ADMINISTRATION

(A Constituent college of Kadi Sarva Vishwavidyalaya)

MID SEM Examination – September – October 2013

Date: 04/10/13

BBA SEM – V

Total marks: 60

Roll No.....

SUB: Research methodology (BBA 27)

Duration: 3 hrs

- Q.1 a Explain the meaning of research and objectives of research (06)
b Explain Descriptive and Applied research with example (06)
- Q.2 (a) Answer the following by selecting appropriate option. (06)
- The purpose of research is _____
a. to discover answers to questions b. to discover answers only
c. to discover questions only d. none
 - Applied research aims at finding a solution for _____ facing a society or an industrial/business organization.
a. a next problem b. an immediate problem c. a previous problem d. none
 - The purpose of inferential approach to research is _____ from which to infer characteristics or relationships of population.
a. to form knowledge b. to form skills c. to form a data base d. None
 - Small group study of random behaviour, play and role analysis are the example of _____
a. field research b. library research c. laboratory research d. None
 - Find out an appropriate equation where research problem does exist _____.
a. $N (P | I, C_j, O_j)$ b. $O_j (P | I, C_j, N)$ c. $P (O_j | I, C_j, N)$ d. None
 - Cluster sampling involves _____ the population
a. separating b. grouping c. unscrambling d. None
- Q 2 (b) Explain Quantitative Vs. Qualitative research in detail (06)
OR
(b) Conceptual vs. Empirical research in detail (06)
- Q. 3 All progress is born of inquiry. Doubt is often better than overconfidence, for it leads to inquiry, and inquiry leads to invention” in context of this explain the significance of research in detail. (12)
OR
- Q. 3 Explain Research Methods versus Methodology in detail (12)
- Q. 4 a How will you formulate research problem? Explain with at least two problem statements. (08)
b Describe how hypotheses are developed? (04)
OR
- Q. 4 a Explain criteria of Good Research (06)
b Describe necessity of defining research Problem (06)
- Q. 5 Attempt any TWO from the following: (12)
- Explain the meaning research design and need for research design
 - Explain the Research design in case of exploratory research studies
 - Explain Census and sample survey and steps in sample design