

Enrollment No: _____

Exam Seat No: _____

C.U.SHAH UNIVERSITY

Summer Examination-2018

Subject Name: Research Methodology

Subject Code: 5MS01RMD1

Branch: MBA

Semester: 1

Date: 05/04/2018

Time: 02:30 To 05:30

Marks: 70

Instructions:

- (1) Use of Programmable calculator and any other electronic instrument is prohibited.
 - (2) Instructions written on main answer book are strictly to be obeyed.
 - (3) Draw neat diagrams and figures (if necessary) at right places.
 - (4) Assume suitable data if needed.
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SECTION – I

- Q-1 Attempt the Following questions (07)**
- a. Define Research. **01**
 - b. Write your understanding of Measurement Scale. **01**
 - c. What do you mean by Research Problem? **01**
 - d. Write your understanding about Descriptive Research. **01**
 - e. Define Experiment. **01**
 - f. What do you mean by literature review? **01**
 - g. Define dependent variable. **01**
- Q-2 Attempt all questions (14)**
- a Enlist different types of research. Also explain any two types of research. **07**
 - b Which are the salient features of a good research design? **07**
- OR**
- Q-2 Attempt all questions (14)**
- a Explain the Research Process in detail. **07**
 - b Explain Nominal, Ordinal and Interval Scale. **07**
- Q-3 Attempt all questions (14)**
- a Write a note on Thurston Type Scale. **07**
 - b Write a short note on “Significance of Research”. **07**
- OR**
- Q-3 a Write a note on ‘Errors in Measurement’. 07**
- b Write a note on Likert Scale. 07**
- ### SECTION – II
- Q-4 Attempt the Following questions (07)**
- a. Give the full form of ANOVA. **01**



	b. What do you mean by Primary Data?	01
	c. What do you mean by Secondary Data?	01
	d. Define Sample.	01
	e. Define Universe.	01
	f. What do you mean by Hypothesis?	01
	g. What do you mean by 'Open Ended' Questions?	01
Q-5	Attempt all questions	(14)
	a Write a note on Non Probability Sampling.	07
	b Explain the characteristics of hypothesis.	07
	OR	
Q-5	Attempt all questions	
	a Write a note on Probability Sampling.	07
	b Write a note on any three Data Collection Methods.	07
Q-6	Attempt all questions	(14)
	a Differentiate between internal and external Secondary Data. Also discuss the disadvantages of secondary data.	07
	b Which are the salient features of a good questionnaire?	07
	OR	
Q-6	Attempt all Questions	
	a Write a note on report writing.	07
	b Develop a questionnaire to measure the students' behavior towards 'Social Media'.	07

