C.U.SHAH UNIVERSITY
Winter Examination-2019

Subject Name : Research Methodology

Subject Code : 5MS01RMD1　　　　　　　　**Branch: MBA**

Semester : 1　　　**Date : 29/11/2019**　　　**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.

SECTION – I

Q-1		**Attempt the Following questions**	**(07)**
	a.	What is research?	01
	b.	What is hypothesis?	01
	c.	What is research design?	01
	d.	What is null Hypothesis?	01
	e.	What is Attribute?	01
	f.	Write types of research design.	01
	g.	Explain what is primary data?	01

Q-2　　　Explain its scope and characteristics of Research in detail.　　　**(14)**

OR

Q-2		**Attempt all questions**	**(14)**
	(a)	Explain major objective of Research.	07
	(b)	Describe steps involved in research process.	07

Q-3　　　Mention its characteristics of hypothesis and explain the procedure of hypothesis testing.　　　**(14)**

OR

Q-3		**Attempt all questions**	
	(a)	Explain in detail – "Research Design".	07
	(b)	Write a note on "Report writing & its structure"	07

SECTION – II

Q-4   **Explain the following concepts**   **(07)**
-   **a.**   Explain what is secondary data?   01
-   **b.**   Explain what is Independent variable?   01
-   **c.**   What is experiment?   01
-   **d.**   What is probability sampling?   01
-   **e.**   Enlist two types of sampling design.   01
-   **f.**   Explain types of rating scale.   01
-   **g.**   Explain what is reliability?   01

Q-5   Explain different research approach and also specify problems   **(14)**
        encountered by a researcher.

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OR

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Q-5   **Attempt all questions**
-   **(a)**   Explain criteria for selecting good sample.   07
-   **(b)**   Explain different terminology used in research.   07

Q-6   Explain methods of data collection.   **(14)**

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OR

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Q-6   **Attempt all Questions**
-   **(a)**   Explain different types of rating scales used in business research.   07
-   **(b)**   Explain characteristics of good research design.   07