Enrollment No: Exam Seat No:  C. U. SHAH UNIVERSITY  Winter Examination-2020					
Subject Nan	ne: Research Methodology				
Subject Code: 5MS01RMD1		Branch: M.B.A.			
Semester: 1	Date: 12/03/2021	Time: 03:00 To 06:00	Marks: 70		
<ul> <li>Instructions:</li> <li>(1) Use of Programmable calculator and any other electronic instrument is prohibited.</li> <li>(2) Instructions written on main answer book are strictly to be obeyed.</li> <li>(3) Draw neat diagrams and figures (if necessary) at right places.</li> <li>(4) Assume suitable data if needed.</li> </ul>					
b. c.	SEC Attempt the Following question Define Research Discuss the concept of survey Define Sample and explain with Why Research Problem is import	an example	(07) 02 02 02 01		
Q-2	Attempt all questions Explain the Probability & Non-Issuitable example	Probability Sampling Methods with	(14)		
Q-2	Attempt all questions Discuss the steps involved in Bu	OR usiness Research Process	(14)		
Q-3	Attempt all questions List the Primary and Secondary suitable example	data collection sources and explain	(14) with		
Q-3	·	OR manager of Herbal Cosmetic Produ to know the attitude towards Herba	, ,		

	SECTION – II	
Q-4	Attempt the Following questions	(07)
	a. Explain: Coding	02
	<b>b.</b> What do you understand by bi-variate analysis?	01
	c. Explain : Descriptive Statistics	02



	d	Discuss the concept : Observation	02
Q-5		Attempt all questions	(14)
	(a)	Discuss the concept Reliability and Validity?	07
	<b>(b)</b>	Write a note on: Hypothesis Testing	07
		OR	
Q-5		Attempt all questions	(14)
	(a)	Write a note on: Research Report Writing	07
	<b>(b)</b>	Differentiate between Quantitative Research and Qualitative Research	07
Q-6		Attempt all questions	(14)
	(a)	Discuss the measurement scales with suitable example	07
	<b>(b)</b>	Write a note on : Chi-Square	07
	( )	OR	
<b>Q-6</b>		Attempt all Questions	(14)
-	(a)	Write a note on : ANOVA	07
	(b)	Discuss the criteria for good research	07

