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# C. U. SHAH UNIVERSITY Summer Examination-2020 

Subject Name : Research Methodology

Subject Code : 5MS01RMD1
Semester : 1
Date : 09/03/2020

## Branch: MBA

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 Define the following:
a. Methodology
b. Null Hypothesis
c. Research problem
d. Research
e. Research Ethics
f. Pilot Survey
g. Primary data

Q-2 Attempt all questions
A Discuss various limitations of carrying out a potential research.07

B Explain different techniques of data collection. $\mathbf{0 7}$

Q-2 Attempt all questions
A Discuss various types of research.07
B Write a note on "Report writing and its structure" ..... 07
Q-3 Attempt all questions ..... (14)
A Explain the research process in detail. ..... 07
B Write a note on "Research Design". ..... 07
OR
Q-3 Explain the scope and characteristics of Research.(14)

## SECTION - II

## Q-4 Define the following:

a. Coding
b. Sample
c. Experiment
d. Level of significance
e. Reliability
f. Observation
g. Secondary data

## Q-5 Attempt all questions

A Explain the various steps of sample design. $\mathbf{0 7}$
B Discuss differences between survey and experiment.07
Q-5

A Write a note on Empirical Research.07
B Explain different criteria for selecting good sample. ..... 07
Q-6 Attempt all questions ..... (14)
A Explain characteristics of good research design. ..... 07
B Describe Literature Survey and Review. ..... 07
OR
Q-6 State and explain various methods of data collection(14)

