

RAN-3445

TYB.B.A (Sem V) Examination

March / April - 2019

Research Methodology -1

(New Course)

Time: 2 Hours] [Total Marks: 50

સૂચના : / Instructions

નીચે દર્શાવેલ ☞ નિશાનીવાળી વિગતો ઉત્તરવહી પર અવશ્ય લખવી. Fill up strictly the details of ☞ signs on your answer book	Seat No.:
Name of the Examination:	
▼ TYB.B.A (Sem V)	
Name of the Subject :	
Research Methodology -1	
Subject Code No.: 3 4 5	Student's Signature

Q: 1 Answer the following questions. (ANY FIVE)

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- 1. Define business research.
- 2. What is hypothesis? States different types of hypothesis.
- 3. What secondary data are useful in following situations?
 - To study student satisfaction towards courses offered by your University.
 - To study long term financial position of Infosys.
- 4. Differentiate between these two terms: Data and Information.
- 5. What do you mean by Measurement error?
- 6. Which research Design is based on Panel Method? Why?
- 7. Classify briefly between qualitative research & quantitative research.

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Q:2	a.	Briefly explain Moderating, Intervening and Extraneous variable of research with suitable examples.	06
	b.	Distinguish Cross sectional and Longitudinal Research Design.	07
		OR	
	a.	Explain exploratory research design in detail.	06
	b.	Briefly explain steps of research process.	07
Q:3	a.	Compare various survey methods on following two points:	06
		• Convenience in subsequent stages of research process	
		Control on data collection environment	
	b.	Explain various external sources secondary data with suitable examples.	07
		OR	
	a.	Discuss demerits of secondary data. How can we evaluate secondary data before using them? Explain with flow diagram.	07
	b.	Compare various survey methods on following two points:	06
		• Spontaneity of Response	
		• Use of physical Stimuli	
Q:4		Answer the following. (ANY TWO)	14
	a.	Discuss various advantages of using observation methods in research.	
	b.	Explain following two classifications of observation techniques with a example in each.	
		• structured v/s unstructured observation	
		• participative v/s non participative observation	
	c.	Design observation sheet to evaluate cleanliness of River Front in your city.	

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