

P. P. SAVANI UNIVERSITY

Fifth semester of B.Com Examination
November-2021

SMBC3270- (Research Methodology)

29.11.2021, Friday

Time: 09:00 a.m. to 11:30 a.m.

Maximum Marks: 60

Instructions:

1. The question paper comprises of two sections.
2. Section I and II must be attempted in same answer sheets.
3. Make suitable assumptions and draw neat figures wherever required.

SECTION - I

- Q - 1 Explain meaning, objective and motivation of research. [05]
- Q - 2 (a) Explain term: sample, population [05]
- Q - 2 (b) How research methodology helps pharma companies to develop COVID vaccine? [05]

OR

- Q - 2 (a) Explain the research problem in marketing research with example. [05]
- Q - 2 (b) Explain term: primary data, secondary data [05]
- Q - 3 Explain the marketing research process in detail. [10]

OR

- Q - 3 Explain the different types of sampling in detail. [10]
- Q - 4 Explain the term Likert scale with suitable example. [05]

SECTION - II

- Q - 1 What are the various factors which influence the business research design? [05]
- Q - 2 (a) What is the meaning of research and how does research help the organizations? [05]
- Q - 2 (b) Discuss the merits and demerits of Direct survey method. [05]

OR

- Q - 2 (a) Explain the significance of a research report and narrate the various steps involved in writing such a report. [05]
- Q - 2 (b) How is a questionnaire developed for conducting a survey? [05]
- Q - 3 What is meaning of the terms sample and population? What are the various probabilistic and non-probabilistic sampling techniques? [10]

OR

- Q - 3 What is the difference between Type 1 and Type 2 error? [10]
- Q - 4 What is the meaning of hypothesis? [05]
