

P. P. SAVANI UNIVERSITY

Fifth semester of BA Examination

November -2022

SLFC1300 - (Research Methodology)

29.11.2022, Tuesday

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 separate answer sheets.
3. Make suitable assumptions and draw neat figures wherever required.
4. Use of scientific calculator is allowed.

SECTION - I

			<u>CO</u>	<u>BTL</u>
Q - 1	Define Any Five	[05]	1	1
(i)	Population			
(ii)	Sample			
(iii)	Snowball sampling			
(iv)	Cluster sampling			
(v)	Literature review			
(vi)	Primary data			
(vii)	Likert scale			
Q - 2 (a)	Explain merits and demerits of Direct survey method.	[05]	2	2
Q - 2 (b)	Define research and explain how research is helpful in companies?	[05]	2	2
OR				
Q - 2 (a)	Explain questionnaire design for conducting a survey.	[05]	2	2
Q - 2 (b)	Explain Hypothesis in detail.	[05]	2	2
Q - 3 (a)	Explain Type 1 and Type 2 error	[05]	2	2
Q - 3 (b)	Explain the different types of sampling in detail.	[05]	2	2
OR				
Q - 3	Explain different types of charts and graphs for data presentation.	[10]	2	2
Q - 4	Attempt anyone			
(i)	Explain various criteria for good research.	[05]	2	2
(ii)	Explain Likert scale with suitable example.	[05]	2	2

SECTION - II

Q - 1	Define Any Five	[05]	2	2
(i)	Secondary data			
(ii)	Business research			
(iii)	Descriptive Research design			
(iv)	Type-I Error			
(v)	Cross tabulation			
(vi)	Histogram			
(vii)	Ordinal data			
Q - 2 (a)	Explain various probabilistic sampling techniques.	[05]	2	2
Q - 2 (b)	Explain population and sample with suitable example.	[05]	2	2

OR

- Q - 2 (a) Explain various non-probabilistic sampling techniques. [05] 2 2
 Q - 2 (b) Explain types of measurements of scales. [05] 2 2
 Q - 3 Explain the marketing research process in detail. [10] 2 2
- OR**
- Q - 3 (a) Explain importance of literature review in research. [05] 2 2
 Q - 3 (b) Pick any food manufacturing company and construct a questionnaire to know customer perception towards their products. [05] 3 6
- Q - 4 Attempt anyone.
- (i) How research methodology helps automobile industry to develop electric vehicles? [05] 3 6
 (ii) Explain the importance of different analysis tool for data interpretation. [05] 2 2

CO : Course Outcome Number

BTL : Blooms Taxonomy Level/

Level of Bloom's Revised Taxonomy in Assessment

1: Remember	2: Understand	3: Apply
4: Analyze	5: Evaluate	6: Create