

P P SAVANI UNIVERSITY

Fifth semester of B COM Examination

November 2019

SMBC3270 (Research Methodology)

23.11.2022, Wednesday

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.
4. Use of scientific calculator is allowed.

		SECTION - I	CO	BTL
Q - 1	Define the Following (Any Five)	[05]	1	1
(i)	Sampling frame			
(ii)	Hypothesis			
(iii)	Descriptive Research design			
(iv)	Snowball sampling			
(v)	Type-I Error			
(vi)	Primary data			
(vii)	Business research			
Q - 2 (a)	Explain difference between qualitative and quantitative research with examples.	[05]	2	2
Q - 2 (b)	Discuss various steps of business research process.	[05]	1	2
OR				
Q - 2 (a)	What is experiment? Explain any three types of experimental design?	[05]	1	2
Q - 2 (b)	Explain importance of report writing in detail.	[05]	1	2
Q - 3 (a)	What are the four basic levels of measurement? Explain each one with suitable example.	[05]	2	2
Q - 3 (b)	Differentiate between probability and non-probability sampling.	[05]	2	4
OR				
Q - 3 (a)	Develop an attitude scale questionnaire for measuring consumers 'attitude for joining a gym.	[05]	1	6
Q - 3 (b)	What are sampling and non-sampling errors? Explain how can a researcher control them.	[05]	2	2
Q - 4	Attempt anyone.			
(i)	What do you understand by hypothesis testing? Discuss step by step Hypothesis testing process.	[05]	2	2
(ii)	The campus food service would like to determine how many people eat in the student cafeteria? List the survey methods that could be used to obtain this information. Which method is best? Why?	[05]	1	1
SECTION - II				
Q - 1	Define the Following (Any Five)	[05]	1	1
(i)	Population			

(ii)	Secondary data			
(iii)	Sample			
(iv)	Type - II Error			
(v)	Cluster sampling			
(vi)	Ordinal data			
(vii)	Likert Scale			
Q - 2 (a)	Explain population and sample with suitable example.	[05]	2	2
Q - 2 (b)	Explain Type-I and Type-II with suitable diagram.	[05]	2	2
OR				
Q - 2 (a)	Explain importance of questionnaire in research.	[05]	1	2
Q - 2 (b)	Explain importance of literature review for research.	[05]	1	2
Q - 3 (a)	Explain probability sampling techniques in detail.	[05]	1	2
Q - 3 (b)	Explain layout of research report.	[05]	3	2
OR				
Q - 3 (a)	Pick a travelling company and design a questionnaire to measure customer satisfaction towards their services.	[05]	1	6
Q - 3 (b)	Explain importance of different statistical tool for data analysis.	[05]	4	2
Q - 4	Attempt anyone.			
(i)	Explain importance of writing limitations of the study in the research report.	[05]	1	2
(ii)	Explain non-probability sampling techniques in detail.	[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