Sanjay Ghodawat University, Kolhapur   2018-19

Established as State Private University under Govt. of Maharashtra. Act No XL, 2017

2019, SY-BBA.   School of Commerce and   Management
                              Management
MBC 202   Business Research Methods   Semester – IV
Tuesday 21st may 2019   End Semester Examination   Time: 3 hrs, Max Marks: 100
                                                          2:30 to 5:30

Instructions: 1) All Questions are compulsory.

			Marks	Level	COs
Q.1					
	a)	True or False (Solve Any 5)	10	1	1
		1. Research is an art of scientific investigation.			
		2. Research Design is considered as a blueprint of your research.		1	2
		3. Null Hypothesis is denoted as Ha.		1	2
		4. Descriptive type of research explains the cause and relationship between the variables.		2	2
		5. Research problem identification is a major part of research design.		1	3
		6. Hypothesis means predetermined assumption yet to tested and verified.		2	2
	b)	Answer the short questions (Solve Any 5)	10		
		1. State the importance of Interview Method.		1	1
		2. Explain the concept of Schedule.		2	2
		3. Define term APA.		1	3
		4. Discuss term MLA.		2	3
		5. Explain Classification in Research.		2	2
		6. Describe the use of Surveys method in Research.		2	2
Q.2		Answer the following.			
	a)	State the Meaning & Nature of Research in detail.	10	1	1
		OR			
	a)	Define the Objectives & Utilities of the Research.	10	1	1
	b)	Explain the concept of Fundamental & Applied type of Research.	10	2	2
		OR			

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b)	Describe the Exploratory & Descriptive type of Research.	10	2	2

Q.3   Answer the following.

a)	Define the Research problem Identification in detail.	10	1	3
	OR			
a)	State the concept of Dependent - Independent and Intervening Variables in detail.	10	1	2
b)	Discuss the Primary sources for Collection of data in Research. OR	10	2	4
b)	Describe the Secondary Sources for Collection of data in Research.	10	2	4

Q.4   Answer following (Any Two)

a)	Design a questionnaire for the customers to know the satisfaction level of Online Shopping.	10	3	5
b)	Write an Example on Tabulation of data in Research.	10	3	3
c)	Illustrate the Tools and Techniques used in Data Analysis.	10	3	5

Q.5   Answer following (Any Two)

a)	Write various Types of Reports used in Report Writing.	10	3	6
b)	Evaluate the Qualities required for Writing a Good Report.	10	4	6
c)	Differentiate the Formats in writing References and Bibliography.	10	4	6

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