

VCD081022

VCD__ Subject: Research Methodology Class: SYEME Sem III Marks 75 time: 2 ½ hours

Q.1 A) Multiple Choice Question. (Any 8)

1. Research Design is a dash of a whole research activity
a) Blueprint b) plan c) Structure
2. response rate is _____ in personal interview technique
a) lowest b) highest c) limited
3. for telephone survey the questioners should be _____
a) long b) short c) detaild
4. interpretation is the _____ of the research process
a) basic b) climax c) ground
5. applied research is _____.
a) Result oriented b) solution oriented c) customer oriented
6. qualitative research is _____.
a) Economical b) costly c) profitable
7. pure research is also called _____ research.
a) Empirical b) scientific c) fundamental
8. observation method gathers _____ data.
a) Primary b) secondary c) tertiary
9. _____ survey has poor response
a) Telephonic b) mail c) Email
10. _____ saves time during the analysis.
a) Editing b) coding c) tabulation

.1 B) True or False. (Any 7)

1. One which is believed to untrue is known as null hypothesis
2. Collection of primary data is easy quick and economical
3. Twitter is one type of social media
4. Data acts as a foundation of all marketing research project
5. Secondary data includes experimentation.
6. Open ended questions lead to restricted answer.
7. Observation method maybe physical or mental or both.
8. Graphic representation is a visual display of data.
9. Hypothesis is suggested answer to the problem.
10. Good research is based on sound reasoning.

Q.2 Attempt any 2 Question From Following.

- A. Objective and fundamentals of research.
- B. explain the areas for research in business
- C. explain the process of research

Q.3 Attempt any 2 Question From Following.

- A. what is hypothesis and importance of hypothesis.
- B. explain needs of Research Design
- C. explain the types of research

Q.4 Attempt any 2 Question From Following.

- A. explain the source of data collection
- B. describe the probability sampling
- C. what is data interpretation

Q.5 Short Notes.(Any 3)

- 1. Tabulation
- 2. empirical research
- 3. qualitative approach
- 4. essentials of interpretation of data
- 5. descriptive analysis

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