

SECTION-C

Note: Long answer type questions. Attempt any three questions. 3x10=30

- Q.3 Discuss the meaning of research. Explain the various types of research.
- Q.4 Discuss the concept of research design. Mention the various kinds of research design.
- Q.5 Explain the various precautions one should take for writing a research report.
- Q.6 Explain the various methods for collecting the primary data.
- Q.7 Discuss the uses of survey and case study method of marketing research.

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No. of Printed Pages : 4

Roll No.

106745

4th Sem. / DBM, DBM (IPM)

Subject : Research Methodology

Time : 3 Hrs.

M.M. : 100

SECTION-A

Note: Very Short Answer type questions. Attempt any 15 parts. (15x2=30)

- Q.1 a) Random Sampling.
- b) Define Universe.
- c) Primary Data.
- d) Telephonic interview.
- e) Define Probability.
- f) Two sources of Secondary data.
- g) Dependent Variable.
- h) Two uses of Sampling.

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- i) Layout of research report.
- j) Research Design.
- k) Historical Research.
- l) Environment Scanning.
- m) Control group.
- n) Observation.
- o) Sampling errors.
- p) Define Schedule.
- q) Marketing Research.
- r) Sources of Data Collection.

SECTION-B

Note: Short answer type questions. Attempt any ten parts
10x4=40

Q.2 i) Objectives of Research.

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- ii) What is research design?
- iii) Features of Qualitative research.
- iv) Meaning of Report writing.
- v) Explain the case study method.
- vi) Disadvantages of Interview method.
- vii) Features of qualitative research.
- viii) Steps in report writing.
- ix) Guidelines of writing research report.
- x) Limitations of observation method.
- xi) Advantages of Questionnaire method.
- xii) Layout of the research report.
- xiii) Explain the concept of Delhpi Technique.
- xiv) What is unsolicited research proposal?
- xv) Importance of Marketing Research.

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