

2107065

**BACHELOR OF VOCATION**  
**BPM and Analytics**  
**Subject: Research Methodology**  
**Subject Code: GBSE302**  
**Semester: Fifth**  
**July 2021**  
**Theory (External): 70 Marks**  
**Time: 03 Hours**

- 119
7. What are the different types of data? Explain the advantage and disadvantage of secondary data?
  8. "Report writing is more an art that hinges upon practice and experience". Discuss.

==END OF PAPER==

**Instructions to the Students**

1. This Question paper consists of two Sections. All sections are compulsory.
2. Section A comprises 10 questions of objective type in nature. All questions are compulsory. Each question carries 2 marks.
3. Section B comprises 8 essay type questions out of which students need to do any 5. Each question carries 10 marks.
4. Read the questions carefully and write the answers in the answer sheets provided.
5. Do not write anything on the question paper.
6. Wherever necessary, the diagram drawn should be neat and properly labelled

Roll Number									

**SECTION –A (SHORT/OBJECTIVE TYPE QUESTIONS)**  
(10x2=20 Marks)

- A. Write short note on motivation in research.
- B. What are the two main criterions of good research?
- C. Explain the meaning of the research hypothesis in the context of research design.
- D. Write a short note on 'experience survey'
- E. What is the difference between quantitative and qualitative research?
- F. Distinguish between null and alternative hypothesis.
- G. Explain any two methods of collecting primary data.
- H. What are the characteristics of a good research report?
- I. Explain paired comparison scales.
- J. What is the meaning of validity of data? How it is different from reliability?

**SECTION –B (ESSAY TYPE QUESTIONS)**  
(5x10=50 Marks)

1. What is Research Methodology? Distinguish between Research methods and Research Methodology.
2. "Research is much concerned with proper fact finding, analysis and evaluation." Do you agree with this statement? Give reasons of support of your answer.
3. Give your understanding of a good research design. Is single research design suitable in all research studies? If not, Why?
4. The procedure of testing hypothesis requires a researcher to adopt several steps. Describe in brief all such steps.
5. Give your understanding of non-parametric or distribution free methods explaining their important characteristics.
6. The following table shows the results of a paired-comparison preference test of four cold drinks from a sample of 200 persons:

Name	Coca Cola	Limca	Goldspot	Thumbs up
Coca Cola	-	60*	105	45
Limca	160	-	150	70
Goldspot	75	40	-	65
Thumbs up	165	120	145	-

\*To be read as 60 persons preferred Limca over Coca Cola

- (a) How do these brands rank in overall preference in given sample?
- (b) Develop an interval scale for the four varieties of cold drinks.