

2207M008

**BACHELOR OF VOCATION  
BPM and Analytics**

**Subject: Research Methodology**

**Subject Code: MGM-701**

**Semester: Sixth**

**July 2022**

**Theory (External): 70 Marks**

**Time: 03 Hours**

**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**

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

- A Discuss the importance of research.
- B What are non-sampling errors?
- C Differentiate between primary and secondary data?
- D What is Judgement sampling?
- E Define exploratory research?
- F Can a research be descriptive and causal at the same time? (Yes/No)
- G Give an example of causal research.
- H Name any two statistical testing methods that come under parametric tests.
- I What is ratio scale?
- J Define the term variable and its types.

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

- 1 What is a research design? Discuss its importance and briefly explain various types of research designs.
- 2 What are different types of measurement scales in research?
- 3 What are different types of Ranking scales in research? Also distinguish between paired comparison and forced ranking with the help of an example.
- 4 What is hypothesis? Discuss various types of hypothesis framed in research. Also discuss the importance of significance level.
- 5 Define observation method of data collection. Also discuss the need of using this method in research. Justify with the help of a real life example.
- 6 Research is a step-by-step process. Discuss.
- 7 Define Report writing? Also discuss the components of a research report?
- 8 Discuss the sources of secondary data. Also discuss how secondary data is helpful in research.

====END OF PAPER====