

2209M006

6. Write notes on the following:
 - i. Levels of measurement
 - ii. Concepts of Scales with example
7. What is the difference between?
 - i. Qualitative and Quantitative Research
 - ii. Dependent and Independent Variables
8. Case 1:

Chandigarh is an upcoming cosmopolitan city in the north of India. It houses people from all over the country now-a-days and has people with varied culture and interests. With higher income at their disposal, the people of Chandigarh are now keener than ever, to undertake various tours across the country. There are several Travel agencies and Tour/Travel operators in the city. Sharma Travels had started its business just few months ago and was expecting to double or treble its business in the coming festive season or the later holiday season. In this highly competitive business arena, Mr. Sharma has decided to conduct a survey to determine how much business Chandigarh has to offer and also wanted to know whether the residents are aware of Sharma Travels. He thought that this survey would also determine the effectiveness of his advertising strategies. Besides the above aspects, Mr. Sharma wants to gain additional knowledge on several facets such as peoples' travelling options, frequency of travel, their budgets, their satisfaction / dissatisfaction levels with their present travel agencies and other related characteristics. YOU as a student of management research are required to design a detailed questionnaire to satisfy Mr. Sharma's queries on the above mentioned aspects besides other facts, such as demographics etc. Which you think might be of additional help to Mr. Sharma in his venture.

===END OF PAPER===

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B.Voc BPM and Analytics
Management Financial Services
Subject: Research Methodology
Subject Code: GBSE-302
Semester: Fifth
September 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. The method by which a sample is chosen
- Unit
 - Design
 - Random
 - Census
- B. Research is classified on the basis of and methods
- Purpose
 - Intent
 - Methodology
 - Techniques
- C. A research which follows case study method is called
- Clinical or diagnostic
 - Causal
 - Analytical
 - Qualitative
- D. is a way to systematically solve the research problem
- Technique
 - Operations
 - Research methodology
 - Research Process
- E. Converting a question into a Researchable problem is called
- Solution
 - Examination
 - Problem formulation
 - Problem Solving
- F. Hypothesis must have
- Applicability
 - Durability
 - Testability
 - Measurement

- G. Survey is a Study
- Descriptive
 - Fact finding
 - Analytical
 - Systematic
- H. In testing a Hypothesis the common error is
- Type I
 - Type I and II
 - Type II
 - None of these
- I. Sample value is called.....
- Parameter
 - Core Value
 - Statistic
 - Variable
- J. An example of probability sampling is
- Quota Sampling
 - Snow-ball sampling
 - Purposive sampling
 - Lottery method

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

- Discuss the process of research. Explain the objectives of research.
- Discuss in detail the various research designs. Give examples.
- Write notes on the following:
 - Research proposal writing
 - Developing a questionnaire
- Discuss the different type of research reports. Elaborate layout of the research report.
- What is the hypothesis? Discuss the formulation of hypothesis of your research topic..