

**S.D.E.**

**B.B.A. (2006 COURSE) SEM-V : WINTER - 2017**

**SUBJECT: RESEARCH METHODOLOGY**

Day : **Thursday**  
Date : **14/12/2017**

**W-2017-4120**

Time **10.00 AM TO 1.00 PM**  
Max.Marks. : **80**

**N.B.**

- 1) Attempt **ANY THREE** questions from Section-I and attempt **ANY TWO** questions from Section-II
- 2) Answer to both the **SECTION** should be written in **SEPARATE** answer books.
- 3) Figures to the right indicate **FULL** marks.

**SECTION-I**

- Q.1** Define research. Explain objectives and motivation of research. (16)
- Q.2** What is primary data? Enumerate and explain different methods of primary data collection. (16)
- Q.3** What is sampling? State and briefly describe different non-probability sampling methods. (16)
- Q.4** Discuss merits and limitations of interview method for collection of data. Give suitable illustrations. (16)
- Q.5** Write short notes on (**ANY TWO**) (16)
- a) Snowball sampling
  - b) Quantitative research
  - c) Reliability in research
  - d) Feature of good research design

**SECTION-II**

- Q.6** A study has been conducted by Vodafone to find the expectations of customer using their services in Pune city. Draft a questionnaire needed to conduct the study. (16)
- Q.7** Computer graphics have great impact on research report writing format. Elaborate this in the light of computer applications in report writing. (16)
- Q.8** As a researcher formulate research process for Hollywood style herbal cosmetics to enter in Indian market. (16)