TC-20

Advanced Business Management
Paper-V
Research Methodology

[þkÄ ÃkæÄríkÞkÌPk]

Time : 3 Hours] [Total Marks : 70

Mkq[Lkk : çkÄÄkt «§kkkk økø Mkh¾k Au

1. þkÄ y™u þkÄ ÃkØríkÞkt þçËkkmke ÔÞkÏÞk ykÃkku

yÚkðk

1. þkÄ Mk{MÞk ywk÷u þw? ÔÞkÏÞk ykÄkku Mk{MÞkku Ãkrh¼kr»kík fhðkLke SYrhÞkíkLke [[ko fhku yíf Mk{MÞkLku Ãkrh¼kr»kík fhðk{kt Úkíke íkfLkefkLku Mk{òðku

h. Mk{òðku

(y) yíf Mkkhe rzÍkRLkLke ÷kûkrýfíkkyku

(çk) MkkBÄk÷ rzÍkRLkLkk fÉ{ku (Äkøkk÷kl)

yÚkðk

h. Mk{òðku

(y) yíf Mkkhe MkkBÄk÷ rzÍkRLkLke rðþukíkkyku

(çk) MkkBÄk÷ rzÍkRLkLkk «fkhku

3. Mk{òðku

(y) ÄkwfkLkkkLke (Mkfþ-)Lke ÔÞkÏÞk y™u Mkfþ-Lkk ðøkefhýLkk ykÄkhku

(çk) yíf Mkkhk {kÄk ({ušh{ux)Lkk sËk-sËk çku rfkhku

yÚkðk

3. ykíkfzk yífXk fhðkLke ÔÞkÏÞk ykÄkku ykíkfzk yífXk fhðkLke sËe-sËe çku ÃkØríkykuLku [[ko fhku

4. ykíkfzkLkk «r¢kfhý fhðkLke íkk{ þw Mk{òu Aí? Mk{òðku ykíkfzkLkk rð&÷u»kýLkk «fkkuLke [[ko fhku

yÚkðk

4. rLkBÞk {uÄk÷kLke ÔÞkÏÞk ykÄe÷ku Mk{òðku

(1) MkkBÄk®÷øk £ü{

(2) Mk{økú (Þq÷kðÄMkq)

(3) MkkBÄk®÷øk ¼qü

(4) MkkÍÍkkLke MkÄkkxe yLku {níðkkøóo MkÄkkxe

Ãk. fkÃRký çku ÷¾ku

    (1) yÚkô½xLkLke íkfLkefku

    (h) rhÃkkøxo ÷ý4LkLkk fË{ku

    (3) rh[Mko rhÃkkøxkLkku ÷µykRx

    (4) þkÄLkk «fhku

    (5) þkÄÃkØrík çkLkk{ ÃkØríkþk†

                    yÚkõk

5. fkÃRký çku xîLkkÄ ÷¾ku

    (1) yÿf Mkkhk þkÄLkk ykÄkhku

    (2) yøkíÞLke þkÄ rzÍkRLkLkk «fhku

    (3) MkuMkMk y™u MkkBÄk÷ Mkðûký

    (4) {kÄk{kt ¼¢-Lkk MkkÄÄLkku (fkhÞki)

    (5) yrf «§kõ÷ rLk{koý Mk½ÄÄe {køkÊþof rMkØktíkku

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Advanced Business Management
Paper - V (Principal Paper)
[Research Methodology]

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Notes : (i)   Clearly mention the option you attempt,

       (ii)   Attempt all the five questions, all questions carry equal marks,

       (iii) Answer should be written to the point,

       (iv) Draw diagrams & give examples wherever necessary,

       (v)   Cleanliness & richness of the answer is expected from the students.

1.   Define the terms research & research methodology. Describe the process of research.

<div align="center">OR</div>

1.   What is research problem? Define. Describe the necessity of defining the problem.
      What are the techniques involved in defining a problem? Explain.

2.   Explain :
      (a) features of a good design.
      (b) steps in sampling design

<div align="center">OR</div>

2.   Explain :
      (a) characteristics of a good sample design.
      (b) types of a sample design.

3.   Explain :

      (a) define scale & classification bases of scale.

      (b) various tests of sound measurement.

<div align="center">OR</div>

3.   Define the term data collection. Describe the various methods of data collection.

4.   What do you mean by processing of data ? Explain. Also describe the types of analysis of data.

<div align="center">OR</div>

4.   Define & explain the following terms:

      (a) sampling frame,

      (b) universe,

      (c) sampling error and

      (d) confidence level & significance level.

5. Attempt any **two** :

   (a) Techniques of interpretation,

   (b) Steps in report writing,

   (c) Layout of research report,

   (d) Types of research,

   (e) Research method v \ s methodology.

<div align="center">**OR**</div>

5. Attempt any **two** short notes:

   (a) Criteria of a good research,

   (b) Types of important research design,

   (c) Census and sample survey,

   (d) Sources of error in measurement,

   (e) Guidelines for constructing a questionnaire.