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Total No. of Pages : 02

Total No. of Questions : 09

B.Sc.(ATHM) (2014 to 2017) (Sem.-5)

**RESEARCH METHODOLOGY & MANAGEMENT DECISIONS**

Subject Code : BTA-28

M.Code : 71804

Time : 3 Hrs.

Max. Marks : 60

**INSTRUCTIONS TO CANDIDATES :**

1. SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.
2. SECTION-B contains FIVE questions carrying FIVE marks each and students have to attempt any FOUR questions.
3. SECTION-C contains THREE questions carrying TEN marks each and students have to attempt any TWO questions.

**SECTION-A****Q1) Answer the following :**

- a) What is meant by universe in research?
- b) What is Empirical Research?
- c) What is analysis of data?
- d) Distinguish between experiment and survey.
- e) What is reference?
- f) State the role of audience in research report.
- g) What is hypothesis?
- h) What is secondary data?
- i) What is information?
- j) What is the role of data collection in research?

### SECTION-B

- Q2) What is research and how is it used in business management? Explain.
- Q3) What are the methods involved in collection of primary data? Give the advantages and disadvantages of each.
- Q4) Define Hypothesis. Explain the qualities of a workable hypothesis.
- Q5) Differentiate between parametric and non parametric tests.
- Q6) Describe the properties of measurement scales

### SECTION-C

- Q7) Why is questionnaire considered to be an effective research instrument? What are the different types of questions that can be asked in a questionnaire?
- Q8) What are the different types of reports. Explain them in brief.
- Q9) What do you understand by random sampling? What procedure would you follow for random sampling?

**NOTE : Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the Student.**