

2022

B. Voc. (Retail Management)

Fifth Semester

GC– 502: Introduction to Research Methodology and Report Writing
(Common)

Time allowed: 3 Hours

Max. Marks: 80

NOTE: Attempt five questions in all, including Question No. 1 which is compulsory and selecting one question from each Unit.

x-x-x

I. Attempt any four of the following:-

- a) Differentiate between sampling and non sampling errors.
- b) Differentiate between qualitative and quantitative research.
- c) Explain the importance of review of literature.
- d) Explain cluster sampling.
- e) What is the criteria of a good research.
- f) Explain experimental survey. (4x5)

UNIT - I

- II. What do you mean by research? Explain its significance in modern times. (15)
- III. Give your understanding of a good research design. Is single research design suitable in all research studies? If not, why? (15)

UNIT - II

- IV. Explain different methods of collecting primary and secondary data. What are the merits and demerits of these methods? (15)
- V. Clearly explain the difference between collection of data through questionnaires and schedules. (15)

UNIT - III

- VI. Explain the role of computers in business research. Describe some of the important applications and uses of computers in present times. (15)

P.T.O.

(2)

- VII. What do you mean by 'Sample Design'? What points should be taken into consideration by a researcher in developing a sample design for this research project.

(15)

UNIT - IV

- VIII. What do you mean by research report? Explain different steps involved in writing a business report.

(15)

- IX. What do you mean by business proposals? Explain the key elements of a good business proposal.

(15)

x-x-x