

1129

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 questions from the following:-

- a) What is the importance of review of literature?
- b) Explain the utility of research.
- c) Explain sampling and non sampling errors.
- d) Explain the sources of secondary data.
- e) What do you mean by research design?
- f) Explain the features of business report.

(4x4)

UNIT – I

- II. Explain the main features of research. What is the utility of research? (16)
- III. What do you mean by research design? Explain the features of a good research design. (16)

UNIT – II

- IV. Explain the different types of data. What are the main methods of collecting data? (16)
- V. What do you mean by scaling? What are the features of a good questionnaire? (16)

UNIT – III

- VI. Explain different methods of data analysis and interpretation. (16)
- VII. Explain different methods of sampling. What are their pros and cons? (16)

UNIT – IV

- VIII. Explain different steps of report writing. (16)
- IX. Explain different formats of business proposals. (16)

x-x-x