

Exam.Code:1305
Sub. Code: 9522

1128

**B. Voc. (Retail Management)
Fifth Semester**

GC- 502: Introduction to Research Methodology and Report Writing

Time allowed: 3 Hours

Max. Marks: 60

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

.x-x-x

I. Attempt any four questions from the following:-

- a) What is Causal Research?
- b) Explain survey method of data collection.
- c) Describe ordinal scale with example.
- d) Write a brief note on systematic sampling.
- e) What are non-sampling errors?
- f) Explain the term Bibliography.

(4x4)

UNIT - I

II. Write detailed notes on the following with examples:-

- a) Basic Research vs. Applied Research
- b) Exploratory vs. Conclusive Research

(16)

III. What is review of literature? What is the importance of review of literature? Write down some sources for review of literature.

(16)

UNIT - II

IV. Explain various sources of primary data collection. When do you prefer to collect primary data instead of secondary data?

(16)

V. Choose a problem of your subject and design a multi scaled questionnaire with at least ten questions.

(16)

UNIT - III

VI. Differentiate between random and non-random sampling. Explain various methods of random sampling.

(16)

VII. Write in detail about univariate, bivariate and multivariate statistical tools with examples.

(16)

P.T.O.

(2)

UNIT - IV

- VIII. What is a business report? Explain various steps in writing a business report. (16)
- IX. What is business proposal? Discuss various segments of business proposals. (16)

X-X-X