

2123

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:-

- What is Cross-Sectional research?
- Explain the difference between descriptive and analytical research.
- Describe the difference between primary and secondary data in research.
- What is the purpose of conducting a pilot study in research?
- Define the term "sampling" in the context of research methodology.
- How does the executive summary differ from the introduction in a business report?

(4x5)

UNIT - I

II. Explain the difference between qualitative and quantitative research methods. Provide examples of situations where each method would be the most appropriate. (15)

III. Explain the purpose and significance of a literature review in research. How can researchers ensure a comprehensive and critical literature review? (15)

UNIT - II

IV. Compare and contrast Likert scales and semantic differential scales as measurement tools. Discuss the advantages and disadvantages of each scaling technique. (15)

V. Examine the advantages and disadvantages of open-ended and closed-ended questions in a questionnaire. Provide examples of research situations where each type of question would be most appropriate, and discuss how they contribute to the depth and breadth of data collected. (15)

(2)

UNIT - III

- VI. Differentiate between random sampling and non-random sampling, in what situations would each technique be preferred, and why? (15)
- VII. Discuss the role of statistical analysis in research. Provide examples of statistical tests and their applications in different research scenarios. (15)

UNIT - IV

- VIII. Outline the typical structure of a business report. What key components should be included in each section? (15)
- IX. Explain the purpose of an executive summary in a business report. What information should be included to ensure the executive summary effectively communicates the main findings and recommendations? (15)

x-x-x