

Exam.Code:1305
Sub. Code: 9222

2021
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. I which is compulsory and selecting one question from each Unit.

x-x-x

- I. Attempt any four of the following:-
- a) Explain the objectives of research.
 - b) Explain the criteria for good research
 - c) What do you mean by pilot survey
 - d) Distinguish between convenience and purposive sampling
 - e) Distinguish between rating and ranking scale
 - f) Explain the characteristics of good report

(4x4)

UNIT – I

- II. What do you mean by research design? Explain the meaning and significance of research design. (16)
- III. Explain the concept of review of literature. What is the importance of review of literature? (16)

UNIT – II

- IV. Enumerate different methods of data collection. Differentiate between primary and secondary data. (16)
- V. Describe different methods of scaling, pointing out the merits and demerits of each method. (16)

UNIT – III

- VI. How are computers used as a tool in research? Explain giving examples. (16)
- VII. What do you mean by sample design? What points should be taken into consideration by researcher in developing a sample design. (16)

(2)

UNIT – IV

- VIII. Narrate various steps involved in writing a business report. (16)
- IX. Describe in brief the layout of a research report, covering all relevant points. (16)

x-x-x