Paper Code: MBA3203

School of Management, BBD University

Program: IMBA **Sem: 4th**

First Sessional Test Paper Even Sem (2023-24)

Subject: Research Methodology

Time: 60 Minutes **Max. Marks: 30**

SECTION-A

(This section contains very short answer type questions)

Q. No. 1. Attempt All parts of the following: **[5*1 = 5]**

a) **Define research.**
b) **What is sampling?**
c) **What are the concept of sampling?**
d) **What are the need and significance of research?**
e) **Define research design.**

SECTION-B

Q.No.2. Attempt any Two of the following: **[7.5*2 = 15]**

a) **What are the types of research?**
b) **Discuss interview as a technique of data collection.**
c) **How will a researcher prepare his questionnaire, explain by preparing its format?**
d) **What are the various forms of a measurement of schales?**

SECTION-C

Q. No. 3. Attempt any One of the following: **[10*1 = 10]**

a) **Explain the meaning and significance of a research design.**
b) **What are the precautions taken by the researchers before preparing a questionnaire?**
c) **Write short notes on any two of the followings-**
Data collection through schedules.
Exploratory research.
Research process.
Primary and secondary data.