

**Vidya Vikas Mandal's**  
**Shree Damodar College of Commerce & Economics, Margao-Gon**  
**FY BBA(FS), Semester II (REPEAT) Semester End Assessment, November 2023**  
**BFS GEC 3: Research Methodology**

**Duration: 2 hours**

**Max. Marks: 60**

**Instructions:**

1. Start each question on a fresh page.
2. Q.1. is compulsory. Answer ANY FOUR questions from Q2. to Q7.
3. The figures to the right indicate maximum marks.

**Q. 1. Write short notes on ANY FIVE from the following: (05x04=20 Marks)**

- a. Deductive v/s inductive reasoning
- b. Case study research
- c. Quantitative v/s qualitative data
- d. Features of a good questionnaire
- e. Sample Size and its relevance in sampling
- f. Power Point Presentation considerations (Any Four)

**Q2. Discuss the two main types of hypothesis with relevant illustrations. Explain ANY FOUR features of hypothesis. (10 Marks)**

**Q3. Enumerate the classification of research on the basis of intent with relevant illustrations. (10 Marks)**

**Q4. Data for research can either be collected through primary sources or secondary sources. Enumerate the sources of secondary data along with ANY THREE merits and demerits of secondary data in research. (10 Marks)**

**Q5. Elaborate the essential considerations while designing a good questionnaire for a study to be conducted on selection of various streams and colleges by students after completing their X<sup>th</sup> standard exams. (10 Marks)**

**Q6. A sample is required for analysing primary data and thus the sampling method used is of great relevance. With reference to the statement discuss the concept of probability sampling and enumerate the different types of techniques used for probability sampling with relevant illustrations. (10 Marks)**

**Q7. A written report consists of various components. In light of the above discuss in detail prefatory items and introduction as components of a written report. (10 Marks)**

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