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# PRESIDENCY UNIVERSITY

## SCHOOL OF COMMERCE

### MAKE UP EXAMINATION – JAN 2023

**Date:** 25-01-2023

**Course Code:** COM 405

**Time:** 09:30 AM – 12:30 PM

**Course Name:** Research methodology

**Max. Marks:** 100

**Program:** BCM

**Weightage:** 50%

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**Instruction:**

- i) Read all questions carefully and answer accordingly*
  - ii) Question paper consists of 3 parts*
  - iii) Basic calculator is permitted*
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### **PART A**

*Answer all the ten questions*

**10x2 =20**

- |  |                              |
|--|------------------------------|
| 1. Define research.                              | (C.O. No. 1) [Knowledge]     |
| 2. What are the types of research?               | (C.O. No. 3) [Knowledge]     |
| 3. What are the types of probability sampling?   | (C.O. No. 2) [Knowledge]     |
| 4. What is exploratory research?                 | (C.O. No. 3) [Comprehension] |
| 5. What is research design?                      | (C.O. No. 3) [Knowledge]     |
| 6. Describe primary data.                        | (C.O. No. 3) [Comprehension] |
| 7. What do you mean by problem definition stage? | (C.O. No. 4) [Knowledge]     |
| 8. Define hypothesis.                            | (C.O. No. 3) [Knowledge]     |
| 9. How pilot study is useful for research?       | (C.O. No. 3) [Comprehension] |
| 10. What is variable in research?                | (C.O. No. 3) [Knowledge]     |

## PART B

**Answer all the four questions**

**4x10 =40**

11. What is Research design? Write its process and types. **(C.O. No. 1) [Comprehension]**
12. Explain experimental Research and descriptive research.**(C.O. No. 2) [Comprehension]**
13. What is questionnaire? Explain in detail. **(C.O. No. 1) [Comprehension]**
14. What is Research design? Write its Process and Types. **(C.O. No. 3) [Comprehension]**

## PART C

**Answer all the Two questions**

**2x20 =40**

15. What do you understand by the term “research process”? With the aid of a diagram, describe what the research process involves. **(C.O. No. 3) [Application]**
16. Write a research proposal to a multinational company to perform field study using primary data. **(C.O. No. 4) [Application]**