



Regular

PQ3ASS6

Sy smart
MKU- Research
2018/19

Time: 2 ½ Hours

Maximum Marks: 75 Marks

NOTES:

1. All Questions are compulsory.
2. Figures to right indicate full marks.
3. Draw neat figures wherever necessary.

- Q.1 Answer the following (Either a or b and c or d) (15)**
- a. What are the objectives of research? (8)
 - b. What are the limitations of research? (8)
 - c. Discuss important steps in research design. (7)
 - d. Explain review of literature in research design. (7)
- Q.2 Answer the following (Either a or b and c or d) (15)**
- a. Explain any one method of collection of primary data and explain interview method. (8)
 - b. What is census survey? What is sample survey? (8)
 - c. What is simple random sampling? Describe lottery method of drawing simple random sample. (7)
 - d. Explain Questionnaire method of collecting data. (7)
- Q.3 Answer the following (Either a or b and c or d) (15)**
- a. "Business plan is a Selling Document" Explain why? (8)
 - b. Discuss in brief Business Description & Description of Product & Service. (8)
 - c. Explain in detail, Mission & Corporate Objective. (7)
 - d. Write a business plan for e-commerce portal. (7)
- Q.4 Answer the following (Either a or b and c or d) (15)**
- a. Explain in brief financial components of business plan. (8)
 - b. Explain market analysis in detail. (8)
 - c. Explain SWOT Analysis. (7)
 - d. Explain trends in Market Research. (7)
- Q.5 A Select the appropriate option from the following (8)**
1. Which of the following is the first step in starting the research process?
A) Searching sources of information to locate problem.
B) Survey of related literature
C) Identification of problem
D) Searching for solutions to the problem
 2. Which of the following is not a type of non-probability sampling?
A) Snowball sampling B) Stratified random sampling
C) Quota sampling D) Convenience sampling
 3. We review the relevant literature to know:
A) What is already known about the topic
B) What concepts and theories have been applied to the topic
C) Who are the key contributors to the topic
D) All of the above

[P.T.O.]

PQ3ASS6

4. Mission Statement & Corporate Objectives are defined by ____
A) Junior Management B) Middle Management
C) Top Management D) None of these
5. In _____ Pricing fixed & variable cost are covered and desirable profit is attained
A) Cost Plus B) Demand
C) Competition D) None of these
6. If a study is "reliable", this means that:
A) The measures devised for concepts are stable on different occasions
B) It was conducted by a reputable researcher who can be trusted
C) The findings can be generalized to other social settings
D) The methods are stated clearly enough for the research to be replicated
7. Business Description begin with description of _____
A) Industry B) Company
C) Product D) All of the above
8. _____ is a goal set to be achieved in a specific time period.
A) Corporate Objective B) Mission
C) Product Launch D) None of these

Q.5 B Answer the following questions True / False

(7)

1. An important practical issue to consider when designing a research project is from theoretical perspective.
2. The first step in starting the research process is Identification of problem
3. A simple random sample is non-probability sampling.
4. Numerical Aptitude is expressed in quantitative terms
5. Balance sheet is used to calculate Net worth of Individual or business
6. A research paper is a brief report of research work based on Both Primary and Secondary Data.
7. A good marketing plan is based on deep customer Understanding & Knowledge.

-----X-----X-----