

Roll No.

Total No. of Questions : 13]

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J-3451[S-1307]

[2037]

B.Sc.(ATM/ATHM/AT) (Semester - 5th)

RESEARCH METHODOLOGY & MANAGEMENT DECISIONS

(B.Sc.(ATM)-504)

Time : 03 Hours

Maximum Marks : 75

Instruction to Candidates:

- 1) Section - A is **compulsory**.
- 2) Attempt any **Nine** questions from Section - B.

Section - A

Q1)

(15 x 2 = 30)

- a) Questionnaire.
- b) Focus Group
- c) Judgemental Sampling.
- d) Universe.
- e) Unstructured Surveys.
- f) Exploratory Research.
- g) Field work.
- h) Data Frequency.
- i) Secondary information.
- j) Company Intelligence.
- k) Sample.
- l) Qualitative Information.
- m) Closed end Questions.
- n) Decision Making.
- o) Data.

P.T.O.

Section - B

(9 x 5 = 45)

- Q2)* Define the term 'Research'. How does it help in decision making?
- Q3)* Differentiate between data and Information. Explain the sources of collecting data with the help of examples.
- Q4)* Identify and discuss the major steps in the research process.
- Q5)* Explain why defining the problem and research objective is often the hardest step in the research process.
- Q6)* Write a short note on Research Approaches.
- Q7)* Discuss some of the research problem areas.
- Q8)* What do you mean by research instruments? Discuss.
- Q9)* What is a research design? What all does it contain?
- Q10)* Discuss the methods of data collection.
- Q11)* What is a sampling plan? What are its contents? Explain.
- Q12)* What is data analysis? Explain the tasks involved in data analysis and processing.
- Q13)* Discuss the role of IT in carrying out research.

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