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End Semester Examination, December 2024
BHMCT – 5th Semester
Research Methodology (HMCT-317A)

Time: 2.5 hrs.

Max Marks: 50

Note: *All Questions are compulsory. Marks are indicated against each question.*

PART-A

(Out of the seven questions, attempt any five).

2x5

- Q.1 (a) Define research and explain its objectives. [CO-1][L-2] 2
(b) Describe two types of research and provide examples of where each might be applied. [CO-1][L-2] 2
(c) Describe a situation where research methods could improve decision-making in a managerial context. [CO-2] [L-2] 2
(d) Define research design and explain its importance in conducting effective research. [CO-3] [L-2] 2
(e) Explain the difference between probability and non-probability sampling techniques, providing an example of each. [CO-3] [L-2] 2
(f) What are the primary differences between a questionnaire and a schedule as data collection tools? [CO-4] [L-2] 2
(g) List two methods for collecting secondary data and briefly describe how they can be useful for research. [CO-4][L-2] 2

PART-B

(Answer all five questions. Each question offers a choice, so attempt any one from each pair.)

- Q.2 Compare and contrast different types of research, including examples to illustrate their significance in various fields. [CO-1] [L-3] 10

OR

Explain the criteria of good research and discuss the main challenges researchers face while conducting studies. [CO-1] [L-3] 10

- Q.3 Describe a specific scenario in which a manager could use research methods to enhance decision-making. Discuss the approach and expected outcomes. [CO-2] [L-3] 10

OR

How can understanding different research approaches improve a manager's ability to address complex problems? Discuss suitable examples. [CO-2] [L-3] 10

- Q.4 Define research design and discuss the importance of selecting an appropriate research design for a successful study. [CO-3] [L-4] 10

OR

Explain different types of research designs, highlighting the situations where each type would be most effective. [CO-3] [L-4] 10

- Q.5 Discuss the primary and secondary data collection methods and highlight the advantages and limitations of each method. [CO-4] [L-3] 10

OR

Explain different methods for collecting secondary data, and discuss their relevance and usefulness in conducting research. [CO-4] [L-3] 10

