

Dr. Babasaheb Ambedkar Open University, Ahmedabad

Term-End Examination : January-2026

Course Name : MBA

Subject Name : Research Methodology

Subject Code : MBA02C204

Date : 19-02-2026

Time : 03:00PM TO 05:15PM

Max Marks : 70

Q.-1. Answer the following question (Attempt any one) in about 1200 words. (14)

- (1) Describe the Observation five different methods in detail.
- (2) What is Primary Data Collection methods? Explain various methods of primary data collection.

Q.-2. Answer the following question (Attempt any one) in about 1200 words. (14)

- (1) Describe the Components of research Report in detail.
- (2) Explain the Graphs and Charts in detail.

Q.-3. Answer the following question (Attempt any one) in about 1200 words. (14)

- (1) Discuss the formulation of Research Hypothesis in detail.
- (2) Describe the Questionnaire design process in detail.

Q.-4. Answer the following question (Attempt any one) in about 1200 words. (14)

- (1) The scope of the hypothesis testing is beyond the simple understating of the sample. -Elaborate it
- (2) Describe the Types of Sampling method in detail.

Q.-5. Write short notes on any three of the following topics. (9)

- (1) Rejection and Non rejection Regions.
- (2) Meaning of Measurement and Scaling.
- (3) Ethical issues in Internet Based Research.
- (4) Types of Research report.
- (5) Literature Review.

Q.-6. Choose the correct option (A, B, C, or D). (5)

(1) The first chapter of the report should be entitled

- | | |
|-----------------|------------------|
| A) Methodology | B) Conclusion |
| C) Introduction | D) Data Analysis |

(2) The following is an example of Ratio data

- | | |
|---------------|---------------|
| A) Mobile No. | B) Aadhar No. |
| C) Age | D) Gender |

(3) The power of statistical tests is measured as

- | | |
|-----------------------|---------------------|
| A) Alpha (α) | B) Beta (β) |
| C) $1 - \alpha$ | D) $1 - \beta$ |

(4) Secondary data has two important advantages over primary data. It is:

- A) capable of compensating for rapid environmental changes and technical improvements.
- B) always available and complete.
- C) seldom obsolete and usually fits the dimensions of your problem.
- D) generally cheaper to gather than primary data and takes less time to find.

(5) What do you call the systematic process in which the researcher contemplates various question formats, words the various questions very carefully, and organizes the questionnaire's layout?

- | | |
|---------------|-------------------------|
| A) pretesting | B) scale development |
| C) a survey | D) questionnaire design |
