



DOON UNIVERSITY, DEHRADUN
Mid Semester Examination, Third Semester, 2014
School of Management
IMBA (5 yrs. III Sem.)
Course: IMBA 305 : RESEARCH METHODOLOGY

Time Allowed: 1.5 Hours

Maximum Marks: 30

Note: Attempt All Sections A, B, C.

SECTION: A *Attempt any five questions*

*(Marks: 1*5)*

Write short notes on the following:

1. Ex post facto research
2. Fundamental Research
3. Hypothesis
4. Snowball Sampling
5. Sample Design
6. Scheduling
7. Descriptive research.

SECTION: B *Attempt all questions*

*(Marks: 2*5)*

- Q1. Explain the characteristics of a questionnaire.
- Q2. Discuss the various methods for collecting primary data.
- Q3. Explain the various sources for secondary data.
- Q4. Differentiate between research method and research methodology.
- Q5. How does formulating a research design differ from developing an approach to a problem?

SECTION: C *Attempt all questions*

*(Marks: 7.5*2)*

- Q1. What do you understand by research process? Explain the various steps involved in research process.
- Q2. Define research design. Discuss various types of research design.