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**MTECH**  
**(SEM I) THEORY EXAMINATION 2023-24**  
**RESEARCH PROCESS & METHODOLOGY**

TIME: 3HRS

M.MARKS: 100

Note: 1. Attempt all Sections. If require any missing data; then choose suitably.

## SECTION A

1. Attempt all questions in brief.

2 x 7 = 14

a.	Write down the classification of research.
b.	Differentiate between probability and non-probability methods of sampling techniques.
c.	What is bibliography?
d.	Define Intellectual property?
e.	What is hypothesis in research?
f.	Compare MS Word and LaTeX
g.	How do you avoid plagiarism in a research report or paper?

## SECTION B

2. Attempt any three of the following:

7 x 3 = 21

a.	What are various approaches to study the research problem & formulation of objectives and brief on the role of literature review in formulating a research problem?
b.	What are various approaches to study the research problem & formulation of objectives and brief on the role of literature review in formulating a research problem?
c.	Discuss the before-and-after with and without control design in context of a research design.
d.	Research design in exploratory studies must be flexible but in descriptive studies, it must minimize bias and maximize reliability". Discuss.
e.	How does the case study method differ from the survey method? Analyze the merits and limitations of case study method

## SECTION C

3. Attempt any one part of the following:

7 x 1 = 7

(a)	"Research is much concerned with proper fact-finding analysis and evaluation". Do you agree with this statement- Justify.
(b)	How would you define research, its significancy, components of good research study and distinguish between exploratory research and conclusive research and brief on the research process?

4. Attempt any one part of the following:

7 x 1 = 7

(a)	Explain different sources of Research problem by giving suitable examples
(b)	Examine the importance, characteristics of research design and how research designs are classified and brief on how experimental design is different from a descriptive research design.

5. Attempt any one part of the following:

7 x 1 = 7

(a)	Explain different types of data and explain different sources of data collection
(b)	Enumerate the difference methods of data collection. Clearly explain the difference between collection of data through questionnaires and schedules.

6. Attempt any one part of the following:

7 x 1 = 7

(a)	Discuss the role of measures of central tendency in data analysis and what test is used to examine the statistical significance of correlation coefficient?
(b)	Discuss the purpose of hypothesis in marketing research, highlight the procedure of developing a good hypothesis and how is a null hypothesis tested?

7. Attempt any one part of the following:

7 x 1 = 7

(a)	Explain the significance of a research report and narrate the various steps involved in writing such report.
(b)	Define Indexing and citation of Journals?