

**Institute of Management
JK Lakshmipat University
Jaipur**

MID TERM EXAMINATION FEBRUARY 2019

BBA Semester- IV

MM: 20 Marks

Course: Research Methods

Time: 90 Minutes

Subject code: QT 07

Instructions

1. Attempt any three questions from Section A.
2. Section B is Mandatory.

Section A

Q1. How can you define the Qualitative Research? Explain the sources of data collection for conducting Qualitative Research Study.

(4)

Q2. Enumerate the Research Process. What is the importance of Review of Literature in Research Process?

(4)

Q3. Assume that you are a Marketing Manager of JKLU. What kind of research you will conduct to increase its branding and revenue? Formulate the research objectives and Questionnaire to identify the scope of improvement.

(4)

Q4. Differentiate between the following researches by giving suitable examples of each-

- (A) Descriptive and Exploratory Research
- (B) Pure and Applied Research
- (C) Latent Variable and Intervening Variable

Q5. Define Sample Mean, Population Mean and Standard Error. Explain various types of Sampling Methods?

Section B

(8)

Prepare a research proposal on addressing the issue "Challenges and Opportunities faced by Youth in Digital Era". Also Give Recommendations and implications of your study.