

IMBA (Old) Sem.3 Examination
Introduction to Research Methodology
December-2025

Time : 2.00 Hours]

[Max.Marks : 50

Note:

- 1) All questions are compulsory.
- 2) Attempt new question on new page.

Q-1. Describe the various types of research and highlight the criteria for good research. [10]

OR

Discuss the meaning, objectives and significance of research. [10]

Q-2. Discuss the types of research design: descriptive, exploratory and causal, along with their features. [10]

OR

What is a research problem? Explain the techniques involved in defining a research problem with suitable examples. [10]

Q-3. What is probability sampling? Explain Simple Random, Stratified, Systematic and Cluster Sampling with examples. [10]

OR

Distinguish between sampling error and non-sampling error. Explain sample size, sampling frame and sample unit. [10]

Q-4. Discuss any four methods of collecting primary data and explain the difference between a questionnaire and a schedule. [10]

OR

What are primary and secondary data? Explain any three sources of secondary data. [10]

Q-5. Explain the stages involved in data preparation and preliminary analysis, including editing, coding, classification and tabulation. [10]

OR

Write a detailed note on the mechanics of report writing and explain the essential steps involved in business report preparation. [10]
