

B.B.A. Second Year (Forest Management and Eco-Tourism) CBCS Pattern Semester-IV
BBA043 - Paper-III - Research Methodology-II

P. Pages : 2

Time : Three Hours



GUG/S/25/16828

Max. Marks : 60

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1. a) What is the purpose of a literature review in academic research? Discuss the key steps involved in writing an effective literature review, including identifying relevant sources, synthesizing information, and analyzing existing research. **12**

OR

- b) Identify and discuss the primary sources of literature used in academic research. Explain the differences between primary, secondary, and tertiary sources, and provide examples of each. How can researchers effectively use these sources to support their research findings and ensure the credibility of their work? **12**
2. a) Discuss the importance of critically evaluating sources in academic research. What criteria should be used to assess the credibility, reliability, and relevance of sources? Provide examples of how the critical evaluation of sources can improve the quality and validity of a research study. **12**

OR

- b) What is a research gap, and why is it important in academic research? Explain how identifying a research gap contributes to the development of new knowledge and the advancement of a field. Discuss methods researchers can use to identify research gaps and provide examples of how addressing a research gap can lead to innovative research outcomes. **12**
3. a) Explain the process of quantitative data collection in research. Discuss the different methods used to collect quantitative data, such as surveys, experiments, and observations. How can researchers ensure the reliability and validity of the data collected? Provide examples to illustrate how quantitative data collection can be applied in various research contexts. **12**

OR

- b) Discuss the four types of measurement scales used in research: nominal, ordinal, interval, and ratio. Explain the characteristics of each scale and provide examples of how they can be applied in different research contexts. How do these scales differ in terms of the level of measurement and the types of statistical analysis that can be performed on data from each scale? **12**
4. a) Explain the process of qualitative data collection in research. Discuss various methods used to collect qualitative data, such as interviews, focus groups, and observations. How can researchers ensure the credibility and trustworthiness of qualitative data? Provide examples to illustrate how qualitative data collection can be applied in different research settings. **12**

OR

- b) Explain the concepts of ethnography and participant observation as methods of qualitative research. Discuss how these methods are used to gain in-depth understanding of a social group or culture. What are the advantages and challenges of using ethnography and participant observation in research? Provide examples of how these methods have been applied in real-world research studies. **12**

5. Solve any four terms. **12**

- a) Identifying Research Gaps.
- b) Survey Method.
- c) Document and Content analysis.
- d) Critical Evaluation of Sources.
- e) Measurement Scales.
