

**Biyani Girls College**  
**I Internal Examination 2019-20**  
**BBA (III Year)**  
**Subject- Comprehensive Viva Voce**  
**Solution**

**Set: A**

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**[I] Multiple Choice Questions**

- 1 D
- 2 C
- 3 C
- 4 C
- 5 D
- 6 C
- 7 C
- 8 B
- 9 A
- 10 C

**[II] Long type Questions:**

- 1) What do you understand by review of literature? Write the importance and purpose of writing a review of literature?

**Introduction**

The main purpose of literature review is to convey to the readers about the work already done. It is an account of what is already known about a particular phenomenon. Review of literature is one of the most important steps in the research process & the knowledge. Literature review is a laborious task, but it is essential if the research process is to be successful.

**Meaning of literature review**

A literature review uses as its database reports of primary or original scholarship & does not report new primary scholarship itself. The primary reports used in the literature may be verbal, but in the vast majority of cases, reports are written documents. The types of scholarship may be empirical, theoretical, critical/analytic, or methodological in nature. Second a literature review seeks to describe, summarize, evaluate, clarify &/or integrate the content of primary reports .... (H.M. Cooper, 1988)

**Importance of review of literature**

- Identification of a research problem & development or refinement of research questions.

- Generation of useful research questions or projects/activities for the discipline. Orientation to what is known & not known about an area of inquiry to ascertain what research can best contribute to knowledge.
- Determination of any gaps or inconsistencies in a body of knowledge. Discovery of unanswered questions about subjects, concepts or problems.
- Determination of a need to replicate a prior study indifferent study settings or different samples or size or different study populations
- Identification of relevant theoretical or conceptual framework for research problems.
- Identification or development of new or refined clinical interventions to test through empirical research.
- Description of the strengths & weaknesses of design/methods of inquiry & instruments used in earlier research work.
- Development of hypothesis to be tested in a research study. Helps in planning the methodology of the present research study. It also helps in development of research instruments.
- Identification of suitable design & data collection methods for a research study

### Purpose of review of literature



- The purpose of a literature review is to convey to the reader previous knowledge & facts established on a topic, & their strength & weakness. The literature review allows the reader to be updated with the state of research in a field & any contradictions that may exist with challenges findings of other research studies.
- It helps to develop research investigative tools & to improve research methodologies. It also provide the knowledge about the problems faced by the previous researchers' while studying same topic.

- Place each in the context of its contribution to the understanding of subject under review. Describe the relationship of each study to other research studies under consideration.
- Identify new ways to interpret & shed light on any gaps in previous research. Resolve conflicts amongst seemingly contradictory previous studies.
- Identify areas of prior scholarship to prevent duplication of effort. Point a way forward for further research. See what has & has not been investigated.
- Develop general explanation for observed variations in a behavior or phenomenon. Identify potential relationship between concepts & to identify researchable hypothesis.
- Learn how others have defined & measured key concepts. Identify data sources that other researchers have used. Develop alternative research projects. Discover how a research project is related to the work of others. Place one's original work (in case of thesis or dissertation) context of the existing literature.

## 2) Write on “consumer is king”

Customer is King” is an age-old business mantra accentuating the importance of customers (and would-be customers) in every business. Traditionally, this rule usually entails a company's promise to provide good customer services to... well, the customers. But with the current evolution on work and business settings coupled with technological advancement, ‘customer is king’ means more than just good customer service

- You have to give them the best.
- You should know their power.
- You don't tell them what to do.
- You let them call the shots

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**[I] Multiple Choice Questions**

1. a
2. b
3. d
4. a
5. a
6. C
7. A
8. C
9. A
10. B

**[II] Long type Questions:**

- 1) What are the different sources of review of literature and also explain the points to be remember at the time of writing literature?

**Types of sources for review:**

1) Primary review: Usually a report by the original researchers of a study (unfiltered sources). Letters/correspondence, diaries, memoirs, autobiographies, official or research reports, patents and designs, and empirical research articles.

2) Secondary review: Description or summary by somebody other than the original researcher, e.g. a review article (filtered sources) academic journal articles (other than empirical research articles or reports), conference proceedings, books (monographs or chapters' books), documentaries.

## The main sources from where literature can be searched are as ...



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### Points to be remember at the time of writing a literature

1. Be specific & be succinct: Briefly state specific findings listed in an article, specific methodologies used in a study, or other important points. Literature reviews are not the place for long quotes or in-depth analysis of each point.
2. Be selective: Researcher should narrow down a lot of information into small space for literature review. Just the most important points(i.e. those most relevant to the review's focus) must be mentioned in each work of review.
3. Focus of current topics: Researcher needs to analyze points such as if it is current article, & if not, how old it is: has its claims, evidence, or arguments been superseded by more recent work; if it is not current, then if it is important for historical background; etc.
4. Ensure evidence for claims: Researcher should focus on what support is given for claims made in literature. What evidence & what type(experimental, statistical, anecdotal, etc.) of evidences are offered? Is the evidence relevant & sufficient? What arguments are given? What assumptions are made, & are they warranted?
5. Focus on sources of evidences: Researchers should ensure the reliability of the sources of the evidence or other information – if they are from author's own experiments, surveys, historical records, government documents, etc.
6. Account of contrary evidences: Does the author take into account contrary or conflicting evidence & arguments? How does the author address disagreements with other researchers?
7. Reference citation: Any references cited in the literature review must be included in the bibliography. The common practice is that the reviewer does not list references in

the bibliography that are not directly cited in the literature review or elsewhere in the paper /thesis.

8. Avoid abbreviations: Avoid technical terms, jargons & abbreviations.
9. Simple & accurate sentence structure: A researcher should use simple sentences & must avoid errors of grammar & punctuation.

## 2) Explain the different components of review of literature?

A typical literature review consists of the following components:

### 1) Introduction:

- A concise definition of a topic under consideration (this may be a descriptive or argumentative thesis, or proposal), as well as the scope of the related literature being investigated. (Example: If the topic under consideration is ‘women’s wartime diaries’, the scope of the review may be limited to published or unpublished works, works in English, works from a particular location, time period, or conflict, etc.)
- The introduction should also note intentional exclusions. (Example: “This review will not explore the diaries of adolescent girls.”)
- Another purpose of the introduction is to state the general findings of the review (what do most of the sources conclude), and comment on the availability of sources in the subject area.

### 2) Main Body:

- There are many ways to organize the evaluation of the sources. Chronological and thematic approaches are each useful examples.
- Each work should be critically summarized and evaluated for its premise, methodology, and conclusion. It is as important to address inconsistencies, omissions, and errors, as it is to identify accuracy, depth, and relevance.
- • Use logical connections and transitions to connect sources.

### 3) Conclusion

- The conclusion summarizes the key findings of the review in general terms. Notable commonalities between works, whether favorable or not, may be included here.
- This section is the reviewer’s opportunity to justify a research proposal. Therefore, the idea should be clearly re-stated and supported according to the findings of the review.

### 4) References

- As well as accurate in-text citations, a literature review must contain complete and correct citations for every source.

