

Duration: 2 1/2 Hrs

Marks:- 75

Note:- 1) All questions are compulsory.

2) Figures to the right indicate maximum marks.

Q1. (A) Fill in the blanks (Any 8 out of 10) (Co-1, 2-R)

(8)

1. Research is search for _____.
a. Solution b. Answer c. Knowledge d. Truth
2. Qualitative research is _____.
a. Economical b. Costly c. Profitable d. Faulty
3. Primary data is _____.
a. Affordable b. Costly c. Economical d. Profitable
4. _____ is the procedure to test questionnaire.
a. Editing b. Coding. c. Communicating d. Piloting
5. Information is _____.
a. Processed Data b. Raw Data c. Pure Data d. False Data
6. Data analysis facilities _____ of data.
a. Interpretation b. Understanding c. Quick Study d. Report Writing
7. Editing of Data is _____ job.
a. Casual b. Skilled c. Unimportant d. Unnecessary.
8. Tabulation is possible manually or _____.
a. Accounting b. Actually Counting c. With the help of computer d. Mechanically
9. _____ in report writing refers to treating the information given by the respondent as top secret and guarding his or her privacy .
a. Objectivity b. Anonymity c. Confidentiality d. Ethics.
10. Recommendations constitute _____ of the research report itself.
a. Integral Part b. Useful Part c. Supporting Document d. Unnecessary Part

Q1. (B) State whether the following statement are True or False (Any 7 out of 10) (Co -1,2, U)

(7)

1. Applied research does not solve existing problems.
2. Research design acts as a reference document.
3. Social research is driven by a scientist's curiosity or interest in a scientific phenomenon.
4. Secondary data includes experimentation.
5. Social media listening is also known as social media monitoring.
6. Data interpretation is an integral part of data analysis
7. Editing is a routing work and not a skilled job.
8. The "right to privacy" of respondents must be honoured in the case of respondents.
9. Plagiarism means you cannot quote from others work.
10. The report must be drafted in an impersonal style and format.

Q2. Answer the following:

1. What is research? Explain its nature and characteristics. Co1 – (U)

(8)

2. What are the types of research design? Co1- (R)

(7)

Or

3. Explain the significance of hypothesis? Co1 – (U)

(8)

4. Discuss the need and importance of business research. Co1 – (U)

(7)

Q3. Answer the following

1. What are the limitations of Primary data? Co1 – (R) (8)
 2. Explain the meaning and importance of questionnaire. Co1, – (U) (7)
- Or**
3. What do you mean by secondary sources of data? Explain its features. Co1 – (U) (8)
 4. Discuss the different methods of collection of primary data. Co1, 2- (AN) (7)

Q4. Answer the following

1. Explain the graphic presentation of data in data processing? Co1 – (U) (8)
 2. Explain the purposes of data analysis. Co1,2 – (R) (7)
- Or**
3. What are the essentials of editing in data processing? Co1 – (U) (8)
 4. Explain the guidelines for graphic presentation. Co1-(U) (7)

Q5. Answer the following:

1. Explain the essentials of a good report. Co1 – (U) (8)
 2. Explain in brief the ethical norms in research? Co1, 2 – (U) (7)
- Or**

Q5. Write Short notes on: (Any 3 out of 5) Co1, 2 – (U) (15)

- (A) Footnotes and bibliography.
- (B) Objective in research.
- (C) Significance of graphic presentation
- (D) Interview method of primary data collection
- (E) Scope of research design