

S.S.T COLLEGE OF ARTS AND COMMERCE

Ulhasnagar-4

Internal Examination - March 2022

Class: SYBMS (IV) SUB: BRM Duration: 40 Minutes Marks: - 20

Q. 1 Objective Type Questions (10 M)

- a) All of the following are limitations of survey method except _____. (Incomplete questionnaire, Low rate of response, Cheap & quick method, Missing nonverbal cues)
- b) Observation method can be used for all of the following except _____. (Dustbin checks, Life Histories, Studying consumer movement, Pantry checking)
- c) Which of the following is not a source of secondary data _____ (Sales record, Interview, Government Publications, Published survey)
- d) _____ is based on an order scale with proportional equal units of measurement. (Nominal, Ratio, Interval, Ordinal)
- e) _____ Method is mainly used to find out causal relationship (Cause-effect). (Observatory, Independent, Controllable, Experimental)
- f) Which of the following is not an objective of editing _____. (Dealing with missing values, Checking inconsistent answers, Drawing inferences, Minimizing errors)
- g) Z-Test, T-Test & ANNOVA are examples of _____. (Univariate Analysis, Multivariate, Bivariate, Descriptive Technique)
- h) Which of the following test is used for testing goodness of fit for data _____ (T-Test, Z-Test, Chi-Square test, ANOVA)
- i) This part of the table contains unit of measurement _____. (Title, Stub, Body, Head note)
- j) H_0 is True but Researcher Rejected it _____ (Type I Error, Type II Error, Type I & II Error, None of these)

Q.2 Theory: (Any 2 out of 3) (10 M)

- A) Methods of Collection of Primary data
- B) Guidelines for Designing Questionnaire
- C) Interpretation of Data- (Essentials & Importance) (Any 3 each).

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