

84Bms

122

Q. P. Code :- 52353

107

Total Marks: 75

Duration: 2 ½ hrs

- N. B. :
1. All Questions are compulsory
 2. All Questions carry equal marks
 3. Figures to the right indicate full marks

Q1 A. Fill in the blanks with appropriate option: (any 8) (8)

1. If the information is collected from each and every unit in the population, then it is called _____ survey.
(sample, census, economic)
2. In _____ sampling method, each respondent also acts as reference to other respondent.
(Convenient, Quota, Snowball)
3. _____ research is also called as basic research.
(Applied, Pure, Exploratory)
4. _____ refers to previous research studies, reference books and other published sources.
(Review of literature, Research report, Research design)
5. _____ data is the information collected for other purpose but used by researcher for his research work.
(Primary, Secondary, Raw)
6. _____ is not a method of primary data collection.
(Focus group, survey, Ethnography)
7. _____ is the process of assigning numbers to all possible answers to each question.
(Classification, Coding, Tabulation)
8. _____ is used for testing goodness of fit for data.
(Chi-square test, F- test, T-test)
9. _____ in report writing refers to treating the information given by the respondents as top secret and guarding his or her privacy.
(Objectivity, Anonymity, Confidentiality)
10. A risk associated with rejecting a true null hypothesis is known as _____.
(Type I error, Type II error, Population error)

Q1 B. State whether the following statements are true or false: (any 7) (7)

1. Cross tabulation involves representing data with two or more characteristics.
2. Null hypothesis states that there is no relationship between two or more variables.
3. Endnotes are usually given at the end of the page of text.
4. Historical research is that which utilizes geographical sources like documents, remains, etc.
5. Social research is driven by a scientist's curiosity or interest in a scientific phenomenon.
6. An independent variable is stable and unaffected by the other variables you are trying to measure.
7. Observation involves recording the behavioural patterns of people, objects and events in a systematic manner.
8. In qualitative research, interviews are more structured than in quantitative research.

9. All published and unpublished material, whether in manuscript, printed or electronic form, is covered under the definition of plagiarism.
10. Data interpretation is an integral part to data analysis.

Q 2A. Define Research. Discuss the importance of research in business. (8)

Q 2B. Explain the term hypothesis. Discuss the characteristics of a good hypothesis. (7)

OR

Q 2C. What is Research design? Explain the stages of research design in detail. (15)

Q 3A. What is a questionnaire? Discuss its importance to a researcher. (8)

Q 3B. Explain the concept and techniques of scaling. (7)

OR

Q 3C. What do you mean by secondary sources of data? Explain its advantages and disadvantages in detail. (15)

Q 4A. Enumerate the significance of editing and classification of data. (8)

Q 4B. What is data analysis? Explain the types of data analysis. (7)

OR

Q 4C. What is research report? Explain the functions of a report. (15)

Q 5A. Discuss in brief the ethical norms of research. (8)

Q 5B. Explain the concept of hypothesis testing. (7)

OR

Q 5C. Write short notes on: (any 3) (15)

1. Historical Research
2. Survey method
3. Footnotes and bibliography
4. Technical report
5. Chi-square test
