

SYBMS
27/4/18
2 to 4:30pm
Pg. 2

Bus: Res. Methods

260

Q. P. Code: 31298

Duration: 2 ½ hrs

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Total Marks: 75

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. Researcher uses _____ sampling method when the sample for the study is very rare or limited.
(Convenient, Judgement, Snowball)
2. _____ is the blue print for the collection, measurement and analysis of the data.
(Research Design, Research Process, Research Hypothesis)
3. There is no commercial angle in _____ research.
(Social science, Fundamental, Historical)
4. _____ data should be used after careful scrutiny and should not be accepted at its face value.
(Primary, Secondary, Raw)
5. In _____ interview, the set of questions to be asked are predefined and the techniques used to record the information are standardized.
(Structured, Unstructured, Semi-Structured)
6. _____ scale refers to a collection of rating scales using bipolar adjectives like active-lazy, strong-weak, etc.
(Likert, Semantic Differential, Nominal)
7. _____ of data refers to arranging the data in different groups according to common characteristics.
(Editing, Coding, Classification)
8. _____ is the measure of aggregate discrepancies between actual and expected frequencies.
(Chi-square, ANOVA, T-distribution)
9. _____ is designed for publication in a professional journal.
(Report, Research abstract, Research article)
10. Bibliography is included in the _____ of the report.
(Preliminary contents, Main body, Concluding part)

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

1. Age, income and temperature are continuous variables & number of children and gender are discrete variables.
2. Causal research describes the "who, what, when, where and how" of a situation.
3. Qualitative researchers aim to gather an in depth understanding of human behaviour.
4. In case of census survey, the entire universe is contacted to collect the data.
5. Rensis Likert scale refers to a collection of rating scales using bipolar adjectives like active-lazy, strong-weak, etc.
6. Social Media Listening is also known as Social Media Monitoring.

7. Classification of data refers to transferring data in a tabular format for the purpose of analysis and interpretation.
8. Data processing means a critical examination of the assembled and grouped data for studying the characteristics of the object under study.
9. The report must be drafted in an impersonal style and format.
10. Self-Plagiarism includes using your own material which was used earlier in some research paper without citing yourself.

Q 2A. Define Research. Discuss the objectives of Research. (8)

Q 2B. State and explain the sources of hypothesis. (7)

OR

Q 2C. What is Primary data? Explain its advantages and disadvantages. (15)

Q 3A. State and explain the importance of questionnaire. (8)

Q 3B. What are the different types of observation method in primary data collection? (7)

OR

Q 3C. Describe the stages of research process in detail. (15)

Q 4A. What is data processing? Explain the essentials of editing. (8)

Q 4B. What is data analysis? Explain its characteristics. (7)

OR

Q 4C. What is research report? Explain the Layout of report writing. (15)

Q 5A. What is Data processing? Explain the significance of Tabulation and Graphic presentation of data. (8)

Q 5B. State and explain the different types of research report. (7)

OR

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

1. Qualitative Research
2. Interview method
3. Chi-square test
4. Plagiarism
5. Objectivity, Confidentiality & Anonymity
