Time: 2. ½ hours   Total marks - 75

INSTRUCTIONS:
1. All questions are compulsory with internal options.
2. All questions carry equal marks.

1. a.   Match the following- *(any eight)*   08

Column A		Column B	
i.	Standard deviation	a)	Average of given numbers
ii.	Type I error	b)	Source of secondary data
iii.	Mean	c)	Also called fundamental research
iv.	Sales invoice	d)	Square root of variance
v.	Basic research	e)	Failing to accept a true null hypothesis
vi.	References in research report	f)	Primary source of data collection
vii.	Questionnaire	g)	Contains details of the author, year of publication etc.
viii.	Perfect negative correlation	h)	Unique Identifier
ix.	ISSN	i)	Increases the attractiveness of a report
x.	Graphs	j)	-1

1 b.   State whether the following statements are true and false.*(any seven)*   07

   i.   Snowball sampling is a type of non-probability sampling technique.
   ii.   Descriptive research establishes cause and effect relationship.
   iii. Lottery sampling is an example of simple random sampling.
   iv.   Number of elements in the sample is called as sampling size.
   v.   Secondary data is directly collected by the researcher from their original sources.
   vi.   Ordinal scale is also called as ranking scale.
   vii. For scatter diagram, independent variable is plotted on Y axis.
   viii. A person who fills the questionnaire or provides the required information is called respondent.
   ix.   Sampling is used in primary data collection.
   x.   Interviewing requires face-to-face contact or contact over telephone.

2. a.   Explain the term "research" and elaborate the features of research.   08
2. b.   Explain briefly the probability and non – probability method of sampling.   07
                                      Or
2. c.   Define qualitative research. Describe its main objectives and uses in   08
          research.
2. d.   Explain the steps involved in preparing a research design.   07

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