Section -1

Note: Marks:30
1. **All** questions are **compulsory**.
2. **Number** given to right side indicates **marks**.
3. Choose the **correct option** given below questions and **write answer**.

1. _____give direction to the research work (1)
   - A) Sampling
   - B) Research design
   - C) Questionnaire
   - D) Professional attitude

2. _____research is conducted to measure the quality of a particular situation (1)
   - A) Qualitative
   - B) Quantitative
   - C) Applied
   - D) Exploratory

3. _____ is one of the essentials of good sampling. (1)
   - A) Representativeness
   - B) Chaotic
   - C) Incompleteness
   - D) Non-clarity

4. Hypothesis framing is important because it gives _____. (1)
   - A) money
   - B) time
   - C) direction
   - D) information

5. Every research has its _____. (1)
   - A) Users
   - B) Limitations
   - C) Researchers
   - D) People

6. The depth in any research can be judged by _____. (1)
   - A) title of the research
   - B) duration of the research
   - C) objectives of the research
   - D) expenditure on the research,

7. _____ are the types of Random or probability sampling (1)
   - A) Area sampling and judgemental sampling
   - B) Stratified sampling and Area sampling
   - C) Judgemental sampling and Quata sampling
   - D) Sequential sampling

8. Questions that make respondents answer with a simple "yes" or "no" are called _____ Questions. (1)
   - A) Dichotomous
   - B) Mixed
   - C) Filtered
   - D) Pictorial

9. _____ of data refers to analysis and generalization of results. (1)
   - A) Interpretation
   - B) Processing
   - C) Sampling
   - D) Editing

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10. In _____ Questions, both questions and answers are structured. (1)
   A) open ended   B) close ended
   C) multiple choice   D) filtered

11. Primary _____ provides in-depth information relating to research problem. (1)
   A) Data   B) Delta
   C) Department   D) Duplicate

12. In a survey there is a respondent and an _____. (1)
   A) Educator   B) Enumerator
   C) Effort maker   D) Officer

13. Questions with only two alternatives is called _____ questions. (1)
   A) Double   B) Duplicate
   C) Dichotomous   D) Doubtful

14. Primary data is a _____ hand information collected through various methods. (1)
   A) second   B) fourth
   C) first   D) third

15. The _____ of secondary data refers to accuracy, reliability and completeness. (1)
   A) quantity   B) quality
   C) measurement   D) source

16. Mean, Median and Mode are _____ (1)
   A) Ways of sampling   B) Measures of central tendency
   C) Measure of dispersion   D) Measure of Karl Pearson

17. _____ test is meant for the sample below 30 (1)
   A) Chi-square   B) Z-test
   C) T-test   D) F-test

18. _____ is the intermediary stage between Data Collection & Data Analysis (1)
   A) Data Processing   B) Research Report
   C) Sampling Design   D) Data selection

19. A _____ is a chart that shows the frequencies and is presented as a series of vertical bars. (1)
   A) Pie Chart   B) Bar chart
   C) Table chart   D) Resource chart

20. Median and mode can be found by _____. (1)
   A) Substracting   B) Varaibly
   C) Inspection   D) Mechanically

21. _____ graphs are useful to show data variables and help to make predictions. (1)
   A) Bar
   B) Pie
   C) Line
   D) Scatter

22. Type II error is denoted by _____ (1)
   A) Γ
   B) β
   C) δ
   D) α

23. In research report _____ is placed before Introduction. (1)
   A) Information
   B) Index
   C) Title page
   D) Footnotes

24. Research report reflects the caliber of the _____. (1)
   A) Non-verbal
   B) Report writer
   C) Research staff
   D) Sponsors

25. _____ shows various topics and the relevant page numbers in the report. (1)
   A) Footnotes
   B) Index
   C) Bibliography
   D) Recommendation

26. Informants should be treated _____. (1)
   A) casual manner
   B) Like unwanted customer
   C) Not important
   D) With dignity and decency

27. Recommendations constitute _____ of the research report itself (1)
   A) Useful part
   B) Supporting Document
   C) Integral part
   D) Additional matter

28. Bibliography is included in the _____ of the report. (1)
   A) unimportant part
   B) Preliminary contents
   C) Index
   D) Concluding part

29. Footnotes basically offers convenience to _____. (1)
   A) Readers
   B) Researchers
   C) Respondents
   D) Research Staff

30. Computer is not only fast calculator but also……… (1)
   A) diligence
   B) Exhalent
   C) perfect
   D) speedy

Section -2

Q.1. A) What are the objectives of research in business? (7.5)

   B) Discuss the importance of review of literature in research.

   C) Describe the techniques of sampling.

Q.2. A) What is Primary Data? Explain the sources of Primary Data. (7.5)

   B) Discuss various factors which affect the choice of data collection.

   C) Elaborate essentials of a good Questionnaire.

Q.3. A) What do you mean by regression analysis? Explain its significance (7.5)

   B) Define interpretation of data. Discuss its importance

   C) Write a short notes on factor analysis

Q.4. A) Discuss the essentials of a good research report. (7.5)

   B) Explain in brief ethical norms in research.

   C) Write a short notes on APA and MLA citation method.

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