

Time: 2. ½ hours

Total marks – 75

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

08

Column A	Column B
i. Z test	a) Unique Identifier
ii. Good questionnaire	b) Factor analysis
iii. In-depth interview	c) Measure of association between variables
iv. Observation method	d) Testing for independence of attributes
v. Acknowledgement	e) Qualitative research
vi. Eigen values	f) Easy to fill and easily understandable by respondents
vii. Chi square test	g) Large sample test
viii. ISSN	h) Structured and unstructured
ix. Graphs	i) First section of a research report
x. Correlation coefficient	j) Enhances the aesthetics of a report

- 1 b. State whether the following statements are true and false (any seven)
- Population is subset of the sample.
 - Pilot study is a procedure to test questionnaire for confusing and misleading questions.
 - Survey method is a secondary source of data collection.
 - For scatter diagram, independent variable is plotted on the X axis.
 - A person who fills the questionnaire or provides the required information is called respondent.
 - Diagram showing a circle divided into sectors is called Bar Diagram.
 - The last section of research paper includes findings and conclusion.
 - Secondary data includes experimentation.
 - Sampling is used in primary data collection.
 - Karl Pearson's correlation coefficient lies between 0 and 1

07

2. a. What is a hypothesis? Examine sources of hypothesis.

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2. b. Describe the significance of research design in conducting a study.

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Or

2. c. Discuss the importance of research with examples.

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2. d. What is applied research? Explain the differences between basic and applied research.

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3. a. Evaluate the usefulness of primary data in business decision-making.

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3. b. Which are the common sources of secondary data that one can use in business research?

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Or

3. c. "Interviewing is a process of social interaction for specific purpose." Explain.

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3. d. Describe the systematic steps to be followed while designing a questionnaire. 07
- 4 a. Describe the essentials of editing in data processing. 08
- 4 b. Evaluate the importance of proper data processing in ensuring research quality. 07
- Or**
- 4 c. Analyze the process and uses of cluster analysis in data segmentation. 08
- 4 d. How can factor analysis be applied in various field? Explain with an example. 07
- 5 a. What are the guidelines for a good research report writing? 08
- 5 b. Explain the process of writing a research report. 07
- Or**
- 5 c. Write short notes on- (*any three*) 15
- i. Significance of hypothesis in research
 - ii Review of Literature
 - iii Tabulation
 - iv Multidimensional scaling
 - v Technical Report
