

BUSINESS RESEARCH METHODS

4.3.20

Time : 2.5 hours

Marks : 75

Note : 1) All questions are compulsory with internal choice.

2) Figures to the right indicate marks



Q1. A) Fill in the blanks: (Any - 8)

(8 Marks)

1. _____ research is designed to solve practical problems of the modern world. (Basic, Applied, Quantitative)
2. The _____ is a tentative proposition formulated to determine its validity. (Hypothesis, research design, sample design)
3. _____ observation is relatively non-planned by the researcher and observes the elements as and when the events take place. (Structured, Unstructured, Disguised)
4. In case of _____, the entire universe is contacted to collect the data. (personal interview, e-mail survey, census survey)
5. _____ is the process of grouping of collected data into different categories. (Editing, Coding, Classification)
6. The probability of committing a Type I error is called the _____ (Significance level, beta, sample)
7. A _____ is a statement of facts and figures, prepared for the purpose of information and action. (report, footnote, bibliography)
8. _____ is useful in providing helpful supplementary information and citations at the bottom of a page of text. (Research abstract, Footnote, Bibliography)
9. A _____ is continuum containing a set of statements logically related to the attitude under study. (Scale, variable, questionnaire)
10. _____ is the measure of aggregate discrepancies between actual and expected frequencies. (Chi-square, ANOVA, T-distribution)

Q1. B) State whether True or False : (Any - 7)

(7 Marks)

1. Research may be undertaken to verify and test existing laws or theories.
2. A specific value assigned to a variable is called as an attribute.
3. Research design helps to monitor research expenditure.
4. Data processing is the intermediary stage between data collection and data analysis.
5. Manual tabulation is possible when the sample size is large.
6. Non-parametric analysis can be used only when the data are normally distributed.

7. The research report is required for approval from concerned authorities.
8. Value judgement of the researcher brings in objectivity of the research.
9. It is essential to conduct pilot study for pre-testing questionnaire.
10. Secondary data is more reliable as compared to primary data.

Q2. Define Hypothesis. Explain the types of hypothesis. (15 Marks)

OR

Q2. A) Explain the importance of research. (8 Marks)

B) Explain the nature of research. (7 Marks)

Q3. Define research design. Explain the types of research design. (15 Marks)

OR

Q3. A) Distinguish between probability v/s Non-probability methods. (8 Marks)

B) Explain the advantages of primary data. (7 Marks)

Q4. Explain the stages in data processing. (15 Marks)

OR

Q4. A) Discuss the types of research. (8 Marks)

B) Explain the significance of secondary data. (7 Marks)

Q5. A) Explain the features of secondary data. (8 Marks)

B) Explain steps in writing a report. (7 Marks)

OR

Q5. Short Notes : (Any-3) (15 Marks)

- a) Types of questions
- b) Confidentiality and Anonymity in research
- c) Footnotes
- d) Qualitative and Quantitative research
- e) Testing of hypothesis