Malini Kishor Sanghvi College of Commerce and Economics

Subject: Business Research Methods   Class: SYBMS   Sem: IV

Time: 2.5 hours   13/4/23   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. _____ can be called as a blue print for collection, measurement and analysis of data.
2. Researcher uses _____ sampling method when the sample for the study is very rare or limited.
3. _____ is a research activity undertaken on a small segment of the research universe.
4. A _____ is continuum containing a set of statements logically related to the attitude under study.
5. _____ scale refers to a collection of rating scales using bipolar adjectives i.e. strong-weak, fast-slow, etc.
6. The _____ data is readily available data from published or printed sources.
7. _____ aims to prove or disprove the research question.
8. _____ error occurs when the researcher fails to reject a null hypothesis, which is false.
9. _____ is designed for publication in a professional journal.
10. _____ is the presentation of the work of another person as one's own or without proper acknowledgement.

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

1. Stratified sampling is a type of non-probability sampling method.
2. Research findings should not be applied to larger population.
3. A specific value assigned to a variable is called as an attribute.
4. Primary sources of data refer to first hand information which is collected to solve a specific problem.
5. Secondary data is more reliable as compared to primary data.
6. Primary sources of data collection are expensive and time consuming as compared to secondary sources.
7. Editing undertaken at the time of field survey is called as central editing.
8. Non-parametric analysis can be used only when the data are normally distributed.
9. The last phase journey of the research activity is writing of the report.
10. Technical report is designed for executives.

Q2. Define Sampling. Discuss in detail the methods of sampling. (15 Marks)

OR

Q2. A) Discuss the steps in research design. (8 Marks)

B) Discuss the types of research. (7 Marks)

Q3. What is primary data? Explain the methods of collection of primary data. (15 Marks)

OR

Q3. C) Explain the stages in designing questionnaire. (8 Marks)

D) Distinguish between primary data vs secondary data. (7 marks)

Q4. Discuss in detail the importance and significance of data processing. (15 Marks)

OR

Q4. A) Discuss the essentials of data interpretation. (8 Marks)

B) Explain the principles of tabulation. (7 Marks)

Q5. A) Discuss the essentials of a good report. (8 Marks)

B) Define Plagiarism. Explain the ways to avoid plagiarism. (7 Marks)

OR

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

a) Contents of a report
b) Significance of hypothesis
c) Essentials of good questionnaire
d) Limitations of primary data
e) Essentials of editing