

[Time: 03.00 Hrs]		[ Marks:75 ]
Please check whether you have got the right question paper.		
N.B:	<ol style="list-style-type: none"> <li>1. Q.1 is compulsory and carries 20 Marks.</li> <li>2. Q. 8 is compulsory and carries 15 Marks.</li> <li>3. Attempt any four questions from Q.2, Q.3, Q.4, Q.5, Q6 and Q7. Each of these questions carry 10 Marks.</li> <li>4. Figures to the right indicate full marks.</li> </ol>	

Q.1	<p><b>Select the correct option for the following statements/questions:</b></p> <ol style="list-style-type: none"> <li>1. _____ research is a research method used extensively by scientists and researchers studying human behaviour and habits.               <ol style="list-style-type: none"> <li>(a) Quantitative</li> <li>(b) Qualitative</li> <li>(c) Analytical</li> </ol> </li> <li>2. _____ refers to the framework of market research methods and techniques that are chosen by a researcher.               <ol style="list-style-type: none"> <li>(a) Research Methods</li> <li>(b) Research Design</li> <li>(c) Research Process</li> </ol> </li> <li>3. Research design refers to _____ for conducting research project.               <ol style="list-style-type: none"> <li>(a) blueprint</li> <li>(b) whiteprint</li> <li>(c) case study</li> </ol> </li> <li>4. _____ is an inexpensive and fast method of obtaining valuable data.               <ol style="list-style-type: none"> <li>(a) Observation</li> <li>(b) Focus group</li> <li>(c) Interview</li> </ol> </li> <li>5. _____ may be defined as the degree of positive or negative affect associated with some psychological object.               <ol style="list-style-type: none"> <li>(a) Classification</li> <li>(b) Behaviour</li> <li>(c) Attitude</li> </ol> </li> <li>6. I would recommend this product to others. (1) Strongly disagree (2) Disagree (3) Neutral (4) Agree (5) Strongly agree This is an example of _____ scale.               <ol style="list-style-type: none"> <li>(a) likert</li> <li>(b) cohort</li> </ol> </li> </ol>	(10)
-----	---	------

	<p>(c) semantic differential</p> <p>7. _____ is the list of items from which the sample may be drawn.</p> <p>(a) Sampling (b) Sampling Frame (c) Sampling unit</p> <p>8. The _____ is the ratio of the difference between the third quartile and the first quartile to the sum of the third and first quartiles.</p> <p>(a) Coefficient of Quartile Deviation (b) Coefficient of Mean Deviation (c) Range</p> <p>9. The _____ include the data collected, the detailed analysis and tables/ graphs/ charts etc.</p> <p>(a) references (b) title (c) appendices</p> <p>10. In _____ sampling, each element of population has a chance of being chosen for the sample.</p> <p>(a) non-probability (b) probability (c) non-random</p> <p><b>(B) State whether True or False:</b></p> <ol style="list-style-type: none"> <li>1. A cohort is a group of respondents who experiences the same events within the same time interval.</li> <li>2. A thoroughly prepared research plan or project proposal prevents distraction from the actual topic.</li> <li>3. Sources of Secondary Data Sources of secondary data include Government departments, Public sector organizations, Industry associations, Trade and industry bodies, Educational institutions, Private companies and Market research providers.</li> <li>4. The term Measurement is applied to the attempts to measure the attitude objectively.</li> <li>5. The rank order Scale is also called as Force ranking method.</li> <li>6. Instrumental errors are errors that have a clear cause and can be eliminated for future experiments.</li> </ol>	<b>(10)</b>
--	---	-------------

	<p>7. Mean deviation checks the spread of the data about the mean.</p> <p>8. The researcher must acknowledge the type of guidance or use of resources in the overall conduct of the study or a specific part like conducting the survey or use of any technical machines, computers etc. that supported facilitation in the collection of data.</p> <p>9. Quota Sampling is a non-probability sampling method.</p> <p>10. Stratified Sampling is a non-probability sampling method.</p>	
<b>Q.2</b>	<p><b>Attempt any Two of the following:</b></p> <p>(a) Discuss any Five Types of Research.</p> <p>(b) Explain the Process of Research in detail.</p> <p>(c) Write a detailed note on the various types of hypotheses.</p>	<b>(10)</b>
<b>Q.3</b>	<p><b>Attempt any Two of the following:</b></p> <p>(a) State the Classification of Research Design.</p> <p>(b) What is Observation Method? Explain its advantages and disadvantages.</p> <p>(c) Explain the various types of Measurement of Scales.</p>	<b>(10)</b>
<b>Q.4</b>	<p><b>Attempt any Two of the following:</b></p> <p>(a) What are the steps involved in designing the questionnaire?</p> <p>(b) Short note on Inferential Analysis.</p> <p>(c) What is the measure of central tendency? Explain the various measures of central tendency.</p>	<b>(10)</b>

Q.5	<p><b>Attempt any Two of the following:</b></p> <p>(a) Explain Chi Square Test with an instance.</p> <p>(b) Describe the layout of a research report.</p> <p>(c) Short note on various types of Research Report.</p>	(10)
Q.6	<p><b>Attempt any Two of the following:</b></p> <p>(a) What are the Steps involved in the Sampling Design?</p> <p>(b) What are advantages and disadvantages of questionnaires method?</p> <p>(c) Distinguish between primary and secondary methods of data collection.</p>	(10)
Q.7	<p><b>Attempt any Two of the following:</b></p> <p>(a) Explain the process of Formulating Research Hypothesis.</p> <p>(b) Distinguish between Quantitative and Qualitative Research.</p> <p>(c) Explain the Features of a Good Research Study.</p>	(10)
Q.8	<p><b>Attempt any Three of the following:</b></p> <p>(a) What are the various comparative scaling techniques?</p> <p>(b) Explain the Methods of Sampling in brief.</p> <p>(c) Ten employees are selected from a firm and their weights are found to be, in kgs., 50, 52, 52, 53, 55, 56, 57, 58, 58 and 59. At 5% level of significance, check whether previous average weight i.e. 54 kg is equals current average weight or not.</p> <p>(d) What are the various non comparative scaling techniques?</p>	(15)