

[Time: 03.00 Hrs]

[ Marks:75 ]

Please check whether you have got the right question paper.

N.B:

1. Q.1 is compulsory and carries 20 Marks.
2. Q. 8 is compulsory and carries 15 Marks.
3. Attempt any four questions from Q.2, Q.3, Q.4, Q.5, Q6 and Q7. Each of these questions carry 10 Marks.
4. Figures to the right indicate full marks.

**Q.1** (A) **Select the correct option for the following statements/questions:** **(20)**

1. Which type of research is conducted to address a specific business problem or to make a decision?

- a) Basic Research
- b) Applied Research
- c) Theoretical Research
- d) Exploratory Research

2. In survey research, what is the term for a question that allows respondents to answer in their own words?

- a) Closed-ended Question
- b) Likert-scale Question
- c) Open-ended Question
- d) Dichotomous Question

3. Which of the following best describes a sample in research?

- a) The entire population
- b) A subset of the population
- c) The variables being studied
- d) The research hypothesis

4. If you have the numbers 2, 3, 3, 4, and 5, what is the mean?

- a) 3
- b) 3.4
- c) 4
- d) 5

5. What is the median of the numbers 1, 2, 3, 7, 8, 9, 10 ?

		<p>a) 3 b) 6 c) 7 d) 8</p> <p>6. If the numbers in a data set are 4, 4, 4, 6, 6, 8, what is the mode?</p> <p>a) 4 b) 6 c) 8 d) None</p> <p>7. Which of the following is a type of primary data collection method?</p> <p>a) Books b) Journals c) Surveys d) Internet articles</p> <p>8. What is a 'sample' in research?</p> <p>a) The entire group being studied b) A subset of the population selected for study c) The conclusions drawn from the data d) The list of questions used in a survey</p> <p>9. What is the first step in conducting a research study?</p> <p>a) Collecting data b) Analyzing data c) Defining the research problem d) Writing the report</p> <p>10. What does a 'literature review' involve in the context of business research?</p> <p>a) Collecting primary data b) Reviewing existing research and information c) Conducting experiments d) Writing the research report</p>	
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Q.2	<p><b>Solve any TWO of the following:</b></p> <p>(a) Describe the scope of research in business.</p> <p>(b) Explain any two types of research based on their application.</p> <p>(c) Describe how managers can use research in decision-making.</p>	(10)
Q.3	<p><b>Solve any TWO of the following:</b></p> <p>(a) What are key components of a research proposal?</p> <p>(b) How is a research hypothesis formulated?</p> <p>(c) Explain meaning and significance of research design</p>	(10)
Q.4	<p><b>Solve any TWO of the following:</b></p> <p>(a) How is the case study method used in exploratory research design?</p> <p>(b) Explain Observation method with suitable example.</p> <p>(c) What are the sources secondary data collection?</p>	(10)
Q.5	<p><b>Solve any TWO of the following:</b></p> <p>(a) Define 'measurement' in research.</p> <p>(b) Explain the different sources of error in measurement.</p> <p>(c) Write a short note on types of questions.</p>	(10)
Q.6	<p><b>Solve any TWO of the following:</b></p> <p>(a) Distinguish between open ended questions and close ended questions.</p> <p>(b) Describe the various steps in the sampling process.</p> <p>(c) Explain the process of coding with relevant example.</p>	(10)
Q.7	<p><b>Solve any TWO of the following:</b></p> <p>(a) Explain the concept of mean, median and mode with examples.</p> <p>(b) Explain the types of dispersion methods.</p>	(10)

		(c) Define ordinal scale in the context of data measurement.	
<b>Q.8</b>		<p><b>Solve any THREE of the following:</b></p> <p>(a) Write short notes on the Researcher's Ethical code.</p> <p>(b) Describe the layout of a research report.</p> <p>(c) Explain the various contents that would be the part of a research proposal.</p> <p>(d) What is a questionnaire?</p>	<b>(15)</b>