

[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 of the following is the first step in the research process?

- a) Data Collection
- b) Literature Review
- c) Problem Definition
- d) Data Analysis

2. What is the main purpose of a literature review in a research study?

- a) To collect data for the research
- b) To define the research problem
- c) To provide a theoretical foundation for the research
- d) To analyze the data collected

3. Which of the following data collection methods involves asking respondents questions in a face-to-face situation?

- a) Survey
- b) Questionnaire
- c) Interview
- d) Observation

4. What is the primary difference between primary data and secondary data?

- a) Primary data is less reliable than secondary data.
- b) Primary data is collected by the researcher, while secondary data is collected by someone else.
- c) Primary data is qualitative, while secondary data is quantitative.
- d) Primary data is always more accurate than secondary data.

5. What is the primary objective of descriptive research?

- | | | |
|--|--|--|
| | <p>a) To explore new phenomena
b) To describe the characteristics of a population or phenomenon
c) To test a hypothesis
d) To establish cause-and-effect relationships</p> <p>6. Which sampling method ensures that every member of the population has an equal chance of being selected?</p> <p>a) Convenience Sampling
b) Snowball Sampling
c) Simple Random Sampling
d) Quota Sampling</p> <p>7. Which section of a research report typically includes a summary of the findings and their implications?</p> <p>a) Introduction
b) Literature Review
c) Methodology
d) Conclusion</p> <p>8. What is the mean of the numbers 2, 4, 6, 8, and 10?</p> <p>a) 5
b) 6
c) 7
d) 8</p> <p>9. What is the mode of the numbers 1, 2, 2, 2, 3, 4, and 4?</p> <p>a) 1
b) 2
c) 3
d) 4</p> <p>10. What is the median of the numbers 3, 5, 7, 9, and 11?</p> <p>a) 5
b) 7
c) 9
d) 11</p> | |
|--|--|--|

Q.2	<p>Solve any TWO of the following:</p> <p>(a) What is the meaning of research?</p> <p>(b) What are the main objectives of research?</p> <p>(c) Explain application of Research in Managerial Decision Making?</p>	(10)
Q.3	<p>Solve any TWO of the following:</p> <p>(a) Why is defining a research problem important?</p> <p>(b) What are different types of research hypotheses?</p> <p>(c) Why is exploratory research design important in the research process?</p>	(10)
Q.4	<p>Solve any TWO of the following:</p> <p>(a) How do cross-sectional and longitudinal studies differ in descriptive research design?</p> <p>(b) Explain the different types of Interview methods.</p> <p>(c) What are the sources of primary and secondary data collection?</p>	(10)
Q.5	<p>Solve any TWO of the following:</p> <p>(a) What are the different levels of measurement in research?</p> <p>(b) What are the various sources of measurement of errors?</p> <p>(c) What are the steps involved in designing the questionnaire?</p>	(10)
Q.6	<p>Solve any TWO of the following:</p> <p>(a) How would you create a questionnaire to measure consumer satisfaction towards banking services?</p> <p>(b) Explain the concept of Sample with relevant example.</p> <p>(c) Distinguish between probability sampling and non-probability sampling.</p>	(10)

Q.7	<p>Solve any TWO of the following:</p> <p>(a) Explain the concept of central tendency measurement with example.</p> <p>(b) How does descriptive analysis of univariate data contribute to understanding patterns and trends in research?</p> <p>(c) Define nominal scale in the context of data measurement</p>	(10)
Q.8	<p>Solve any THREE of the following:</p> <p>(a) What is Research ethics and why is it important</p> <p>(b) What is preliminary testing of the Questionnaire?</p> <p>(c) Write a short note on characteristics of research report.</p> <p>(d) Write short notes on Client's Ethical code.</p>	(15)