

[Time: 03.00 Hrs]		[Marks:75]
Please check whether you have got the right question paper.		
N.B:	<ol style="list-style-type: none"> 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)	<p>Select the correct option for the following statements/questions:</p> <ol style="list-style-type: none"> 1. _____ refers to the framework of market research methods and techniques that are chosen by a researcher. (Research Proposal, Research Design, Research Methods) 2. A proposal generated within an organisation and directed to an outside customer, organisation, or funding agency, is an/a _____. (internal proposal, external proposal, solicited proposal) 3. _____ interviews are the most systematized type of interview. (Semi-structured, Structured, Unstructured) 4. The _____ error occurs owing to human mistakes. (loading, gross, systematic) 5. _____ is a technique through which the predetermined number of observations are taken from a large population for the purpose of research. (Sampling design, Sampling, Population) 6. Quota sampling, convenience sampling, judgment sampling and snowball sampling are few examples of _____ sampling. (probability, non-probability, stratified) 7. _____ analysis helps to compare, test and predict data. (Descriptive, Inferential, Systematic) 8. _____ test can only be used on quantitative data, as only quantitative data can have a normal distribution. (Non- Parametric, Parametric, Divergent) 	(10)
-----	-----	----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	------

	<p>9. The _____ include the data collected, the detailed analysis and tables/ graphs/ charts etc. (references, appendices, bibliography)</p> <p>10. _____ Scale method is a variation of semantic differential scale with unipolar rating scale having generally 10 categories from -5 to 5 without a zero point. (Semantic Differential, Stapel, Likert)</p>	(10)
(B)	<p>State whether TRUE or FALSE</p> <ol style="list-style-type: none"> 1. Evaluation research aims at evaluating programme that have been implemented or actions that have taken in order to get an objective. 2. The conjecture that postulates no differences or no relationship between or among variables. 3. Secondary data allows you to generate new insights from previous analysis and helps to come at relevant conclusions. 4. A scale with construct validity should have both convergent and discriminating validity. 5. Sampling methods refers to the procedures by which some elements of the population are included in the sample for conducting research. 6. Quota sampling is a technique through which the number of respondents that are to be drawn from each of several categories is mentioned and specified in advance. 7. Data integrity is an important part of data analysis. 8. A confidence interval of the unknown population variance is estimated by using the Chi-Square distribution. 9. A research report is a well-executed document that outlines the processes, data, and findings of an investigation in a systematic way. 10. It is relatively easy to construct Likert-type scale in comparison to other scales. 	(10)
Q.2	<p>Solve any TWO of the following:</p> <ol style="list-style-type: none"> a) Explain the steps in research process with the help of flow chart of the research process. b) Enlist the features of a good research study. c) State the contents of a Research Proposal. 	(10)

Q.3	<p>Solve any TWO of the following:</p> <p>a) Write a detailed note on the various types of hypothesis.</p> <p>b) Short note on Exploratory Research Design.</p> <p>c) Distinguish between primary and secondary methods of data collection.</p>	(10)
Q.4	<p>Solve any TWO of the following:</p> <p>a) What are the various comparative scaling techniques?</p> <p>b) What are the various non-comparative scaling techniques?</p> <p>c) What is Focus Group Discussion Method? Explain its advantages and disadvantages.</p>	(10)
Q.5	<p>Solve any TWO of the following:</p> <p>a) What are the steps involved in designing the questionnaire?</p> <p>b) What is the measure of central tendency? Explain the various measures of central tendency.</p> <p>c) What are Measures of Dispersion? Explain the types of dispersion methods.</p>	(10)
Q.6	<p>Solve any TWO of the following:</p> <p>a) Explain Analysis of Variance (ANOVA) with an instance.</p> <p>b) A sample of 500 persons selected at random from a large city gives the results that 53% males are employed. Is there reason to doubt the hypothesis that males and females are in equal numbers in employment sector? Use 1% level of significance.</p> <p>c) Describe the layout of a research report.</p>	(10)
Q.7	<p>Solve any TWO of the following:</p> <p>a) Discuss the various Types of Research Report.</p>	(10)

	<p>b) Explain the various types of Measurement of Scales.</p> <p>c) What is Observation Method? Explain its advantages and disadvantages.</p>	
Q.8	<p>Solve any THREE of the following:</p> <p>a) Discuss any Five Types of Research.</p> <p>b) Distinguish between Quantitative and Qualitative Research Methods.</p> <p>c) Explain the various types of Errors in Measurement.</p> <p>d) Distinguish between probability sampling and non-probability sampling.</p>	(15)