

(Time: 2<sup>1/2</sup> Hours)

[Total Marks: 75]

- N. B.: (1) All questions are compulsory.  
(2) Make suitable assumptions wherever necessary and state the assumptions made.  
(3) Answers to the same question must be written together.  
(4) Numbers to the right indicate marks.  
(5) Draw neat labeled diagrams wherever necessary.  
(6) Use of Non-programmable calculators is allowed.

**1. Attempt any three of the following:**

**15**

- State the advantages and disadvantages of internal consultant/researchers
- How is Organizational memory classified? Explain
- What are the five knowledge transfer elements?
- Write a note on Knowledge Management System
- Explain the Institutional Knowledge Evolution Cycle

**2. Attempt any three of the following:**

**15**

- Explain the general method of theory building research.
- Explain in brief about the sources of global research
- What is the role of Continuous Refinement and Development in Business Research?
- Explain in brief about exploratory research
- Discuss the relation of hypothesis with respect to research

**3. Attempt any three of the following:**

**15**

- What are the errors in survey research?
- What are demand characteristics? How can they be minimized?
- What is the difference between a main effect and an interaction in an experiment?
- What are the advantages and disadvantages of conducting personal and door-to-door interviews?
- Discuss & explain survey research methods?

**4. Attempt any three of the following:**

**15**

- Discuss in details the steps of Questionnaire Design.
- What is the purpose of sampling? Explain the seven stages of sampling process
- Write a note on sensitivity as a criteria for measurement.
- What is attitude rating scale? Discuss any two scales using appropriate examples
- What is validity? Also explain the types of validity

**5. Attempt any three of the following:**

**15**

- Explain the role of researcher in Interpretation of data
- Write short note on ANOVA
- Explain the objective of a statistical hypothesis.
- What is the variate in multivariate? What is an example of a variate in multiple regressions and in factor analysis?
- Discuss the Data Analysis process in detail.