

(2½ Hours)

[Total Marks: 60]

- 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, labelled diagrams wherever necessary.
(6) Use of non-programmable calculators is allowed.

Q1. Attempt three of the following.

12 Marks

- Differentiate between Information Systems and Knowledge management.
- Enlist the advantages and disadvantages of internal consultants/Researchers.
- With an example describe the phases of theory building research.
- Define the term theory. Discuss the process of theory building stating its goals.

Q2. Attempt three of the following

12 Marks

- Explain the terms a. Decision Statement b. Problem definition.
- Explain the importance of variables. List its types with example.
- Discuss the relation of hypothesis with respect to research with an example.
- Explain in depth the sources of global research.

Q3. Attempt three of the following.

12 Marks

- Describe the various techniques of mechanical observation used for measuring physiological reactions.
- A publisher offers college professors one of four best-selling mass-market books as an incentive for filling out a 10-page mail questionnaire about a new textbook. What advantages and disadvantages does this incentive have?
- What are the factors to be considered while performing a telephone interview?
- Define experimental condition, experimental treatment, and experimental group. How are these related to the implementation of a valid manipulation?

Q4. Attempt three of the following.

12 Marks

- Define measurement. Describe the four levels of measurement.
- Distinguish between reliability and validity.
- What are the techniques for measuring attitude. Explain any two in detail.
- What are the various terminologies associated to sampling? Explain.

Q5. Attempt three of the following.

12 Marks

- Explain cross tabulation with an example.
- Write a short note on SPSS. Enlist its use, benefits, and advantages on other statistical packages.
- Define data transformation. Describe its advantages and disadvantages.
- Write a short note on
 - Significance level
 - Type I and Type II errors in hypothesis testing.
