

YBMS
Sem IV
2714119
2:30-5pm

260

Time: 2.30 Hours

Max Marks: 75

pages - 2

N.B. i) All questions are compulsory
ii) Figures to the right indicate full marks

Q.1. (A) Answer the following: (Any Eight)

08

1. Mean, Median and Mode are:

- (A) Ways of sampling (B) Measures of central tendency (C) None of the above

2 Information is.....

- (A) Raw Data (B) Processed Data (C) Pure data

3. Research is

- (A) Searching again and again (B) Finding solution to any problem
(C) Working in a scientific way to search for truth of any problem d) All of the above

4. Which of the following is the first step in starting the research process?

- (A) Searching sources of information to locate problem.
(B) Survey of related literature (C) Identification of problem

5. _____ research is also called as basic research.

- (A) Fundamental (B) Applied (C) Historic

6. Action research means

- (A) A longitudinal research (B) An applied research (C) A research initiated to solve an immediate problem

7. _____ gives direction to the research work.

- (A) Sampling (B) Research design (C) Questionnaire
(D) Professional Attitude

8. The essential qualities of a researcher are

- (A) Spirit of free enquiry (B) Reliance on observation and evidence
(C) Systematization or theorizing of knowledge

9. In the process of conducting research ‘Formulation of Hypothesis’ is followed by

- (A) Statement of Objectives (B) Analysis of Data
(C) Selection of Research Tools (D) Collection of Data

10. A research paper is a brief report of research work based on

- (A) Primary Data only (B) Secondary Data only
(C) Both Primary and Secondary Data (D) None of the above

Q.1. (B) Answer the following: (Any Seven)

07

Group A		Group B	
1.	z – test	a.	Measured outcome
2.	Null Hypothesis	b.	Representative Unit
3.	Dependent variables	c.	Sample size above 30
4.	Sample	d.	H0
5.	Hypothesis	e.	Books and articles
6.	Secondary data	f.	Type of Research
7.	Descriptive	g.	Assumptions

8.	Questionnaire	h.	Superscript number
9.	Likert Scale	i.	Five – point scale
10.	Footnote	j.	Logical Sequence

Q.2 a. State any eight characteristics of the research. 07

Q.2 b. What is the hypothesis? Explain its importance. 08

OR

Q.2.a. Explain in detail meaning of research design and discuss the factors importance of research design. 15

Q.3.a. Discuss the different methods of collection of primary data 07

Q.3.b. Explain the limitations and advantages of secondary data in brief. 08

OR

Q.3.a. Explain the concept and techniques of scaling. 07

Q.3.b. Explain the essentials of a good questionnaire. 08

Q.4.a. Explain in brief the stages of data processing. 07

Q.4.b Explain the significance of data interpretation. 08

OR

Q.4.a. Explain report writing, and any eight of its importance. 07

Q.4 b. Discuss the various types of reports. 08

OR

Q. 5) Case Study 15

Your Company is Concerned with the production and marketing of T-Shirts. The Company wants to introduce a new range of sportswear as per the current needs and expectations of young college sportsmen and college students.

QUESTIONS:

a) Draft a suitable questionnaire for information collection (through survey) from sportsmen and college student also suggest a name for your Company. 07

(iii) List the sources of collecting secondary data for the said research. 08

OR

Q.5 Answer the following (Any three) 15

a Steps in research process

b. Questionnaire

c. Plagiarism

d. Chi – square Test

e. T - Test
