

Time- 2:30 hours

Total marks - 75

**INSTRUCTIONS:**

1. All questions are compulsory with internal options.
2. All questions carry equal marks.

1. a. Match the following- (any eight)

08

| <i>Column A</i>                   | <i>Column B</i>                                                        |
|-----------------------------------|------------------------------------------------------------------------|
| i. Eigen values                   | a) Unique Identifier number                                            |
| ii. Chi square test               | b) Structured and unstructured                                         |
| iii. Social research              | c) Additional piece of information printed at the end of the page      |
| iv. Standard deviation            | d) A data point that differs significantly from other observations.    |
| v. Outlier                        | e) Square root of variance                                             |
| vi. References in research report | f) Includes name of the author, year of publication, name of publisher |
| vii. Observation                  | g) Testing for independence of attributes                              |
| viii. Footnote                    | h) Qualitative in nature                                               |
| ix. ISSN                          | i) Factor analysis                                                     |
| x. Graphs                         | j) Enhance the aesthetics of a report                                  |

- 1 b. State whether the following statements are true and false (any seven)

07

- i. Quota sampling is a type of non-probability sampling technique.
- ii. Descriptive research establishes cause and effect relationship.
- iii. Lottery sampling is an example of non-probability sampling.
- iv. A sample frame is the list of members of the population of interest from which a probability sample is selected.
- v. Secondary data is directly collected by the researcher from its original sources.
- vi. The semantic differential scale is bipolar.
- vii. For scatter diagram, independent variable is plotted on the X axis.
- viii. A person who fills the questionnaire or provides the required information is called respondent.
- ix. Sampling is used in primary data collection.
- x. Karl Pearson's correlation coefficient lies between 0 and 1.

2. a. Explain the different types of research. 08
2. b. What are the characteristics of research? 07
- Or
2. c. Elaborate on the different types of Hypothesis. 08
2. d. Discuss the importance of a research design in the process of research. 07
3. a. What is Mail Survey? Explain the merits and demerits of Mail survey method 08
3. b. Explain in detail the significance of secondary data. 07
- Or
3. c. Describe the different types of questions in a questionnaire. 08
3. d. Explain the benefits and significance of primary data. 07
4. a. What is data analysis? Explain the characteristics of data analysis. 08
4. b. Discuss in detail the purpose of data analysis. 07
- Or
4. c. Discuss different types of data analysis. 08
4. d. What is data interpretation? Explain its importance. 07
5. a. What are the different types of Research Report? 08
5. b. Explain the characteristics of research report. 07
- Or
5. c. Write short notes on- (*any three*) 15
- i. Sources of hypothesis
- ii. Descriptive research
- iii. ANOVA
- iv. Factor analysis
- v. Bibliography and footnotes

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