

Note: All questions are compulsory.

Q.1 A) Match the Following (Any 8)

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Group A	Group B
Title page	Must be self-sufficient document
Research Report	First page of research report
Chi square test	Systematic arrangements in row and columns
Tabulation of Data	testing of hypothesis
Sample	New ideas
Exploratory Research	Random
Email Survey	Convenience to researcher
Questionnaire	Economical
Observation method	Available easily
Secondary data	Human Errors Possible

B) True or False (Any 7)

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1. Plagiarism means you cannot quote from others work.
2. Format acts as the base of report writing process.
3. Coding symbols and signs
4. Analysis data Make data ready for interpretation
5. Hypothesis is suggested answer to the problem.
6. Good research is based on sound reasoning.
7. Secondary data includes experimentation.
8. Applied research does not solve existing problems.
9. Telephone survey method is costly.
10. Open ended questions leads to restricted answers.

Q.2. A. What is ethics? Explain the ethical standards in research.

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B. Explain the various components of research report.

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OR

OR

A. Explain primary and secondary data collection with a relevant example. 15

Q.3. A. Discuss the importance of hypothesis in business.

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B. Explain the methods of data classification.

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OR

OR

A. Explain the steps involved in research process.

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B. Explain pure and applied research.

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Q.4. A. Explain the merits and demerits of Primary data.

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B. What is secondary data? Explain its significance.

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OR

OR

A. Prepare a questionnaire on "Online Payment App" to understand the user's requirement.

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Q.5. Short Notes (Any Three)

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1. Essential of a good research design
2. Internet Survey
3. Hypothesis Testing
4. Interpretation of Data
5. Types of Report

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