

Duration: 2 ½ Hrs

Total Marks: 75

Note. (1) All questions are compulsory (2) Figures to the right indicate full marks.

14/03/2024

Q.1 A. State whether the following statements are True or False (any 8).

08

1. Research findings should not be applied to larger population.
2. Stratified sampling is a type of non-probability sampling method.
3. There is a possibility of biasness in case of primary data.
4. Dichotomous questions are a part of close-ended questions.
5. Editing undertaken at field is called as central editing.
6. Manual tabulation is possible when the sample size is large.
7. Research report is required for approval from concerned authority.
8. Report must be drafted in personal style format.
9. Social Media Listening is also called Social Media Monitoring.
10. There is no need of anonymity in research.

Q.1 B Match the columns (any 7)

07

Sr.	Column A	Sr.	Column B
1.	Applied research	a.	Academic community
2.	Independent variable	b.	Income
3.	Secondary data	c.	Logical sequence
4.	Likert scale	d.	Effective appeal
5.	Coding	e.	Commercial angle
6.	Graphic presentation	f.	Large sample size
7.	Technical report	g.	Five-point scale
8.	Bibliography	h.	No sampling errors
9.	Continuous variable	i.	Authenticity of source of data
10.	Questionnaire	j.	Manipulating variable

Q.2 A What are the stages of research process?

15

OR

Q.2 B What is research? What are its objectives?

08

C What is hypothesis? What are its sources?

07

Q.3 A Explain the stages in designing questionnaire.

08

B Explain 4 advantages and 4 limitations of secondary data.

07

OR

Q.3 C What is primary data? What are its advantages and disadvantages?

15

Q.4 A Explain the stages of data processing in detail. 15

OR

Q.4 B What is the significance of data interpretation? 08

C What is the purpose of data analysis? 07

Q.5 A What are the essentials a good research report 08

B What are the ethical responsibilities of researcher towards research participants 07

OR

Q.5 Write short notes on (any 3) 15

1. Variables

2. Non-probability sampling

3. Types of questions for a questionnaire

4. Significance of editing

5. Plagiarism
