Time : 2 ½Hrs   Marks : 75

Note : 1. All questions are compulsory

      2. Figures to the right indicate full marks

Q1A]   Select the most appropriate option: (Any Eight)   08

1

Group 'A'	Group 'B'
1] Selection of Research Problem	a. Executives & Non- technical users
2] Sources of hypothesis	b. Relationship between variables
3] Research design	c. Non- Probability Method
4] Popular report	d. Standard deviation
5] Chi square	e. Personal liking
6] Quota sampling	f. Intuition
7] Alternative hypothesis	g. Secondary Data
8] Karl Pearson	h. Goodness of fit
9] Company Records	i. Exploratory research
10] Mail Survey	j. Primary Data

B]   State whether the following statements are true or false (Any Seven)   07

1   Research methodology is a scientific & systematic approach to solve business problems.

2   Hypothesis is not a suggested answer to the problem.

3   A sample is a representative part of the whole.

4   Convenience sampling is a probability method of sampling.

5   Research reporting reflects the calibre of the researcher.

6   Graphic presentation is a visual display of data.

7   Social media listening is also called as social media monitors and active web listening.

8   Every statistical table must have a suitable title.

9   Pilot study is conducted on a large segment of the research universe.

10   Z -test is used to test hypothesis when sample size is less than 30.

Q2A]	What is research? Explain the stages in research process.	08
B]	What are the importance of research in accounting & finance?	07

<div align="center">OR</div>

Q2 C]	What are the factors influencing selection of research problem.	08
D]	State the sources of research problem.	07

Q3A]	What is research design? Explain the types of research design.	08
B]	What are the different sources of hypothesis?	09

<div align="center">OR</div>

C]	State the steps in formulation of hypothesis.	08
D]	Discuss the essentials of a good research design.	07

Q4A]	Explain the methods of sampling.	08
B]	Calculate the median for Discrete Frequency Distribution- Calculate Median:	07

X	15	25	35	40	45	50	55
f	8	12	15	20	25	30	2

<div align="center">OR</div>

Q4C]	Calculate Arithmetic Mean for the following data:	08

Marks	5	7	0	20	15	12	15	8	3	5

D]	Define the term Interview Method and merits of Interview Method	07

Q5A]	What is report writing? Explain its importance.	08
B]	Explain the structure of research report.	07

<div align="center">OR</div>

Q5]   Write short note on: (Any Three)   15

1] Types of research

2] Importance of research design

3] Observation Method

4] Questionnaire

5] Data Interpretation

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