

Duration: 2 hours

Total Marks: 60

- Note: i. All questions are compulsory.
ii. Figures to the right indicate full marks.

Q.1. Define Research? Explain the features and importance of Research in Business. (15)

OR

Q.1a. Explain the significance of research design. (8)

Q.1b. Discuss the sources and types of Hypothesis. (7)

Q.2. Explain the various stages in the research process. (15)

OR

Q.2a. Discuss the steps in Questionnaire Designing. (8)

Q.2b. Describe the limitations of secondary data Collection. (7)

Q.3. Explain in brief the significance of Data Processing. (15)

OR

Q.3a. What is Research Report? Explain the structure of Research Report Writing. (8)

Q.3b. Discuss the tools and techniques of statistical analysis. (7)

Q.4) A) Fill in the blanks with appropriate option (5)

1. Execution of research depends on availability of _____

- | | |
|-------------------|----------------|
| a) Bibliography | b) Information |
| c) Project Report | d) Area |

2. _____ research is also called as basic research.

- | | |
|----------------|---------------|
| a) Applied | b) Pure |
| c) Exploratory | d) Diagnostic |

3. Identifying problems and finding solutions thereupon is one of the objectives of _____.

- | | |
|-------------|-------------|
| a) Action | b) Research |
| c) Business | d) None |

4. _____ question offers choice.

- | | |
|----------------|----------------|
| a) Multiple | b) Dichotomous |
| c) Alternative | d) Hyper |

5. Informants should be treated _____.

- | | |
|------------------|-----------------------------|
| a) Casual manner | b) Like unwanted customer |
| c) Not important | d) with dignity and decency |

Q.4) B) State whether the following statements are True or False

(5)

1. Research Methodology is based on ethical neutrality.
2. Questionnaires is used to collect secondary Data in research work.
3. Tabulation helps to arrange to classified Data into statistical tables.
4. Z test is used to test Hypothesis when sample size is less than 30.
5. Technical report is primarily meant for non-academic or non-professional people.

Q.4) C) Match the column

(5)

Group A	Group B
1) Research Methodology	1) Superscripted numbers
2) Hypotheses	2) Primary Data
3) Foot Notes	3) Chi-square test
4) Bibliography	4) Multipurpose activity
5) Mail Survey	5) Data Source

OR

Q.4) Write short notes (Any Three)

(15)

- i. Literature review.
 - ii. Types of Questionnaires
 - iii. Primary Data
 - iv. Ethical norms in research
 - v. Interpretation of Data.
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