

Duration: 2 hours

Marks: 50

Instructions :- (1) All questions are compulsory.

(2) Figures to the right indicate full marks.

Q.1 Read the following case carefully and answers the questions.

Mr. Sushant has recently been appointed as a manager in a gymnasium in a metropolis. He is asked by his management to research to understand the market potential of this unit. He plans to study the customer profile to start the work. To accomplish this, he needs to create an ideal questionnaire and formulate hypotheses to gain the right insights and create the right strategies for a successful business.

a) Suggest five questions (open and close ended) to make up a good questionnaire.

05

b) Identify the research gap and frame the hypothesis for the above study.

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Q.2 Answer the following (Any One)

10

A) What is Research? Explain different types of Research.

OR

B) Explain the concept of Sampling and elaborate various factors determining Sampling size

Q.3 Answer the following (Any One)

10

A) What are the advantages and disadvantages of Primary Data?

OR

B) Elaborate essentials of a Good Questionnaire in detail.

Q.4 Answer the following (Any One)

10

A) Discuss various stages in Data Processing.

OR

B) Explain Significance of Interpretation of Data in Research.

Q. 5. Answer the following (Any One)

10

A) What are the essentials of Research Report Writing

OR

B) What is ethics in research? Explain Ethical norms in Research.
