Time: 3 Hours   **Max. Marks: 100**

General Instructions:

IMP: *Verify that you have received the question paper with the correct course, code, branch etc.*

*1. This Question paper comprises of **three Sections -A, B, & C.** It consists of Multiple Choice Questions (MCQ's) & Subjective type questions.*

2. Maximum marks for each question are indicated on right -hand side of each question.

3. Illustrate your answers with neat sketches wherever necessary.

4. Assume suitable data if necessary.

5. Preferably, write the answers in sequential order.

6. No sheet should be left blank. Any written material after a blank sheet will not be evaluated/checked.

SECTION-A   20

1. Attempt all parts:-

1-a.   In which of the following an expert is used to identify a representative sample. (CO4)   1

    (a)   Stratified random sample

    (b)   Cluster random sample

    (c)   Judgmental sampling

    (d)   Convenience sampling

1-b.   Research objectives falls into a number of categories that include (CO1)   1

    (a)   planning to get answers for what, why & where type of questions

    (b)   exploratory, descriptive, diagnostic and experimentation research

    (c)   Both A and B

    (d)   none of these

1-c.   A blue print of research work is called_____. (CO2)   1

    (a)   Research design

    (b)   Research problem

    (c)   Research method

    (d)   Research tools

1-d.   In this research design the main purpose is to formulate a problem for more precise investigation (CO2)   1

    (a)   Exploratory or Formulative study

(b)   Descriptive study

(c)   Diagnostic study

(d)   None of these

1-e.   If the grading of diabetes is classified as mild, moderate and severe the scale of measurement used is. (CO3)   1

(a)   Ordinal

(b)   Interval

(c)   Nominal

(d)   None of these

1-f.   The order in which participants complete a task is an example of what level of measurement. (CO3)   1

(a)   Interval

(b)   Ordinal

(c)   Nominal

(d)   Ratio

1-g.   This situation arises when a sample is not representative of the population. (CO4)   1

(a)   Non-Sampling Error

(b)   Sampling Error

(c)   Sample Size

(d)   Sample Unit

1-h.   In a ………….sampling design, each and every element of the population has a known chance of being selected in the sample(CO4)   1

(a)   Probability

(b)   Non-Probability

(c)   A & B Both

(d)   None of these

1-i.   Reducing the information into homogeneous categories on the basis of structured questions is called ……………of data .(CO5)   1

(a)   Tabulation

(b)   Classification

(c)   Coding

(d)   Editing

1-j.   The research which deals with summary measures relating to the sample data is known as. .(CO5)   1

(a)   Descriptive

(b)   Inferential

(c)   Both above

(d)   None of These

2. Attempt all parts:-

2.a.	Describe some major focus areas of management where research is applied. (CO1)	2
2.b.	Explain the need of using exploratory research design. (CO2)	2
2.c.	Describe the rationale behind measurement. (CO3)	2
2.d.	Explain the concept of census. (CO4)	2
2.e.	Describe the ANOVA. (CO5)	2

SECTION-B   30

3. Answer any <u>five</u> of the following:-

3-a.	Explain the characteristics of a good researcher. (CO1)	6
3-b.	Enumerate the objectives of research. (CO1)	6
3-c.	Describe various approaches to exploratory research design. (CO2)	6
3-d.	Discuss the advantages and disadvantages of descriptive research design. (CO2)	6
3.e.	Enumerate the benefits of using questionnaires. (CO3)	6
3.f.	Explain simple random sampling with replacement. (CO4)	6
3.g.	Define with example the exploratory data analysis. (CO5)	6

SECTION-C   50

4. Answer any <u>one</u> of the following:-

4-a.	Define business research. Explain major components of a good research study? (CO1)	10
4-b.	Discuss with example "Exploratory Research" and "Analytical Research". (CO1)	10

5. Answer any <u>one</u> of the following:-

5-a.	Discuss the importance of hypothesis in research. (CO2)	10
5-b.	Distinguish between qualitative and quantitative approach of exploratory research design. (CO2)	10

6. Answer any <u>one</u> of the following:-

6-a.	Enumerate the principles to be followed for an ideal questionnaire design. Illustrate with suitable examples. (CO3)	10
6-b.	Describe the scaling. Also describe the various scaling techniques used in business research. (CO3)	10

7. Answer any <u>one</u> of the following:-

7-a.	Explain the need of sampling. Discuss various probability sample techniques by giving their merits and demerits. Also explain the sample design. (CO4)	10
7-b.	Describe the concept of sample size. Discuss the determination of sample size. Also discuss the various approaches of determination of sample size. (CO4)	10

8. Answer any <u>one</u> of the following:-

8-a.	Describe the non-parametric tests. How are they different from parametric tests? (CO5)	10

8-b.	Evaluate in detail, uni-variate & multi-variate analysis of data. (CO5)	10

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