

- (b) The standard error increases
- (c) The standard error declines
- (d) None of these
- 1-d. is the usually undertaken to see if one variable, such as gender, is related to another variable, perhaps attitude. (CO4) 1
- (a) Bi-Variate analysis
- (b) Univariate analysis
- (c) Tri-Variate analysis
- (d) None of these
- 1-e. The introduction of a report should state which of the following: (CO5) 1
- (a) Nature of the study
- (b) Aims
- (c) Sources of information
- (d) All of these

2. Attempt all parts:-

- 2.a. Define Qualitative Research. (CO1) 2
- 2.b. Define Validity in Research Design. (CO2) 2
- 2.c. List any two characteristics of a good sample. (CO3) 2
- 2.d. Define Hypothesis Testing. (CO4) 2
- 2.e. List any two types of Research Report. (CO5) 2

SECTION B

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3. Answer any three of the following:-

- 3-a. State the objectives of research. (CO1) 5
- 3-b. Explain the Exploratory Research Design with a suitable example. (CO2) 5
- 3-c. Differentiate between Likert Scale and Semantic differential scale with suitable examples. (CO3) 5
- 3.d. Differentiate between Null Hypothesis and Alternative Hypothesis. (CO4) 5
- 3.e. Demonstrate Short Report with two suitable examples. (CO5) 5

SECTION C

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4. Answer any one of the following:-

- 4-a. Examine the various types of research and their relative merits and demerits with suitable examples from the business management point of view. (CO1) 6
- 4-b. Define business research. Explain the scope of research with suitable example. (CO1) 6

5. Answer any one of the following:-

- 5-a. Elaborate research design. Discuss various types of research designs. (CO2) 6
- 5-b. Sketch the importance of Experimental Group and Control Group. (CO2) 6

6. Answer any one of the following:-

- 6-a. Illustrate the different sampling techniques. State their advantages and disadvantages. (CO3) 6
- 6-b. Analyze the merits and demerits of various probability sampling techniques. (CO3) 6

7. Answer any one of the following:-

- 7-a. Write a short note on: (CO4) 6
- (i) Univariate data analysis
- (ii) Bivariate data analysis
- 7-b. "The procedure of testing hypothesis requires a research to adopt several steps". Describe in brief all such steps. (CO4) 6

8. Answer any one of the following:-

- 8-a. Outline the Essentials of a good report writing. (CO5) 6
- 8-b. Discuss the layout of a research report covering all relevant points. (CO5) 6