

(d) Descriptive & Diagnostic

- 1-d. Quantitative Approach is- (CO2) 1
- (a) Unstructured
 - (b) Structured
 - (c) Unstructured & Structured both
 - (d) None of Above
- 1-e. Multiple Responses is a type of- (CO3) 1
- (a) Closed Ended Questionnaire
 - (b) Open Ended Questionnaire
 - (c) Scaling
 - (d) Sampling
- 1-f. A nominal scale merely act as identification labels for different categories in.(CO3) 1
- (a) Numbers forming
 - (b) Text Forming
 - (c) Both
 - (d) None of Above
- 1-g. ____is not used in consumer research as the population size is usually very large, which creates problems in the preparation of a sampling frame. (CO4) 1
- (a) Stratified random sample
 - (b) Cluster random sample
 - (c) Simple random sample
 - (d) None of above
- 1-h. 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-i. Types of editing includes-(CO5) 1
- (a) Field
 - (b) Office
 - (c) Both Above

(d) None of Above

1-j. Out of following, this technique helps to draw inference whether the samples have drawn from population have the same mean-(CO5) 1

(a) Z-Test

(b) T-Test

(c) ANOVA

(d) F-Test

2. Attempt all parts:-

2.a. Describe the need for creating a research proposal for prospective research. (CO1) 2

2.b. Define a depth interview. (CO2) 2

2.c. Mention the benefits of using Likert scale. (CO3) 2

2.d. Define the classification of Data. (CO4) 2

2.e. Define a Bar Chart with illustration. (CO5) 2

SECTION B 30

3. Answer any five of the following:-

3-a. Explain the characteristics of a good researcher. (CO1) 6

3-b. Discuss the need of teaching business research to management students. (CO1) 6

3-c. Describe various approaches to exploratory research design. (CO2) 6

3-d. Describe with reason the use of descriptive research in the initial stages of research. (CO2) 6

3.e. Describe the importance of attitude measurement. (CO3) 6

3.f. Distinguish between sampling and non-sampling errors. (CO4) 6

3.g. Describe the process of data editing. (CO5) 6

SECTION C 50

4. Answer any one of the following:-

4-a. Distinguish between research method and research methodology. Specify the criteria of good research. (CO1) 10

4-b. Discuss various steps in a typical research. Does research always lead to solutions? (CO1) 10

5. Answer any one of the following:-

5-a. Discuss the classification of research design. Enumerate distinguishing features of each. (CO2) 10

5-b. Describe in detail the meaning , importance and steps of research design. (CO2) 10

6. Answer any one of the following:-

6-a. Enumerate the principles to be followed for an ideal questionnaire design. Illustrate with suitable examples. (CO3) 10

6-b. Elaborate on the measurement technique adopted for measuring the attitude towards purchasing luxury goods. (CO3) 10

7. Answer any one of the following:-

7-a. Describe the concept of sample size. Discuss the determination of sample size. Also discuss the various approaches of determination of sample size. (CO4) 10

7-b. Convenience sampling is used to obtain information quickly and economically. The only criterion for selecting sampling units in the scheme is the convenience of the researcher or the investigator. Analyze the above statement. (CO4) 10

8. Answer any one of the following:-

8 Discuss the ideal structure of a research report. (CO5) 10

8 Apart from oral presentations, what other means can be employed by the researcher to enhance the presentation process? (CO5) 10