



**WEST BENGAL UNIVERSITY OF TECHNOLOGY**

**BBA-605**

**SOCIAL RESEARCH METHODS**

Time Allotted: 3 Hours

Full Marks: 70

*The questions are of equal value.  
The figures in the margin indicate full marks.  
Candidates are required to give their answers in their own words as far as practicable. All symbols are of usual significance.*

**GROUP A  
(Multiple Choice Type Questions)**

1. Answer any *ten* questions. 10×1=10
- (i) Secondary data can be collected through
- |                        |                  |
|------------------------|------------------|
| (A) online database    | (B) case studies |
| (C) mechanical devices | (D) observations |
- (ii) Sign of null hypothesis is
- |                      |                   |
|----------------------|-------------------|
| (A) $H_0$            | (B) $H_1$         |
| (C) both (A) and (B) | (D) none of these |
- (iii) Median of 25, 28, 16, 12, 23 is
- |        |        |
|--------|--------|
| (A) 16 | (B) 23 |
| (C) 28 | (D) 25 |

- (iv) On the basis of time, research can be classified as
- (A) qualitative versus quantitative
  - (B) pure versus applied research
  - (C) cross sectional versus longitudinal research
  - (D) none of these
- (v) Quota sampling is a \_\_\_\_\_ sampling method
- (A) Probability
  - (B) Systematic
  - (C) Non-probability
  - (D) Cluster
- (vi) The various sources consulted for research comes under
- (A) Methodology
  - (B) Appendix
  - (C) Bibliography
  - (D) Title page
- (vii) Census taker often collects data through which of the following?
- (A) Standardized tests
  - (B) Interviews
  - (C) Secondary data
  - (D) Observations
- (viii) Which one is not a research design?
- (A) Causal
  - (B) Casual
  - (C) Descriptive
  - (D) Exploratory
- (ix) An inductive theory is one that
- (A) involves testing an explicitly defined hypothesis
  - (B) does not allow any testing of hypothesis
  - (C) uses quantitative methods whenever possible
  - (D) allows theory to emerge out of the data
- (x) Case study is a systematic way of helping the researcher to learn from
- (A) deduction
  - (B) experience
  - (C) mistakes
  - (D) probability

- (xi) Which of the following is not true about stratified random sampling?
  - (A) It involves a random selection process from identified subgroups
  - (B) Proportions of group in the sample must always match their population proportions
  - (C) Disproportional stratified random sampling is especially helpful for getting large enough subgroup samples when subgroup comparisons are to be done
  - (D) Proportional stratified random sampling yields a representative sample
  
- (xii) The purpose of a literature review is to
  - (A) use the literature to identify present knowledge and what is unknown
  - (B) assist in defining the problem and operational definition
  - (C) identify strengths and weaknesses of previous studies
  - (D) all of the above

**GROUP B**  
**(Short Answer Type Questions)**

Answer any *three* questions.

3×5 = 15

- 2. Distinguish Between
    - (i) Validity and Reliability.
    - (ii) Induction and Deduction
  
  - 3. Draw the histogram of the following frequency distribution
- | Annual Sales (Rs'000) | 0-20 | 20-50 | 50-100 | 100-250 | 250-500 | 500-1000 |
|-----------------------|------|-------|--------|---------|---------|----------|
| "No. of Firms         | 20   | 50    | 69     | 30      | 25      | 19       |
- 4. What are the problems associated with telephonic interview?
  - 5. Write a short note on qualitative research.
  - 6. Write a brief note on different types of scales of measurement.

**GROUP C**  
**(Long Answer Type Questions)**

Answer any *three* questions.

3×15=45

7.(a) What points may be observed by a researcher in selecting the subject of the research? 8+7

(b) Briefly explain the different components of a research report.

8.(a) Distinguish between research method and research methodology. 7+8

(b) Discuss different interview methods of data collection.

9.(a) Find the correlation coefficient between x and y from the following data: 7

|   |    |    |    |    |    |    |    |    |
|---|----|----|----|----|----|----|----|----|
| X | 45 | 55 | 56 | 58 | 60 | 65 | 68 | 70 |
| Y | 56 | 50 | 48 | 60 | 62 | 64 | 65 | 70 |

(b) Find out the missing frequencies of the following data: 8

[Given Median = Rs. 87.5]

|                  |       |                |       |                |         |       |
|------------------|-------|----------------|-------|----------------|---------|-------|
| Expenditure (Rs) | 40-59 | 60-79          | 80-99 | 100-119        | 120-139 | Total |
| No. of families  | 50    | f <sub>2</sub> | 500   | f <sub>4</sub> | 50      | 1000  |

10. How do you explain observation? Write the characteristics of observation method. What are the limitations and advantages of observation? 3+4+8

11. Write short notes on any *three* of the following: 3×5

- (a) Action Research
- (b) Stratified sampling
- (c) Two-Tailed and One-Tailed Test
- (d) Likert Scale
- (e) Measurement in social research