Name : ....

Roll No. : ....

Invigilator's Signature : ....

CS/BBA (H)/SEM-6/BBA-605/2010
2010
SOCIAL RESEARCH METHODS

Time Allotted : 3 Hours   Full Marks : 70

The figures in the margin indicate full marks.

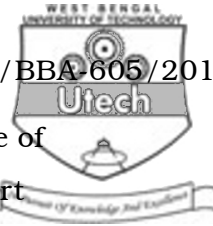*Candidates are required to give their answers in their own words
as far as practicable.*

GROUP – A
(Multiple Choice Type Questions)

1. Choose the correct alternatives for any *ten* of the
    following :   10 × 1 = 10

    i)   Data refers to a collection of .... usually the
         result of experience or observations or experiment.

         a)   numbers   b)   organized information

         c)   physical quantities d)   none of these.

    ii) .... validity is concerned with the degree to
         which research findings can be applied to the real world
         beyond the controlled settings.

         a)   External   b)   Internal

         c)   Construct   d)   All of these.

    iii) Test reliability is synonymous to the feature of

         a)   unbiasedness   b)   minimum variance

         c)   sufficiency   d)   consistency.

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iv) Controversial subject should not be chosen for research by .... researcher.

    a)   scientific   b)   extraordinary

    c)   average   d)   good.

v) Before the emergence of modern idea of research, philosophers used to term this study as

    a)   logical reasoning

    b)   theory building process

    c)   data interpretation

    d)   statistics.

vi) RFP stands for

    a)   Restructuring Failed Proposal

    b)   Request For Proposal

    c)   Final Research Proposal

    d)   Radical Financial Proposal.

vii) Quota sampling is a .... sampling method.

    a)   probability   b)   systematic

    c)   non-probability   d)   cluster.

viii) Considering scaling properties, scales can be classified in .... types.

    a)   two   b)   three

    c)   four   d)   six.

ix) Case study is a systematic way of helping the researcher to learn from

    a)   deduction   b)   experience

    c)   mistakes   d)   probability.

x) Pareto chart is basically a particular type of

    a)   tabulation method   b)   pie chart

    c)   histogram   d)   bar chart.

xi) The various sources consulted for research comes under

    a)   methodology   b)   appendix

    c)   bibliography   d)   title page.

xii) The research report intended for a general audience is

    a)   technical report   b)   popular report

    c)   both (a) & (b)   d)   none of these.

GROUP – B
(Short Answer Type Questions)

Answer any *three* of the following.   3 × 5 = 15

2. Differentiate between primary data and secondary data.

3. State the main characteristics of a good measurement tool.

4. Define the concept of interval scale and ratio scale.

5. Draw a pie chart from the following information :

Custom	—	12,000
Excise	—	5,000
Income tax	—	4,000
Corporation tax	—	9,000
Entertainment	—	8,000
Others	—	2,000

6. Give the advantages and limitations of questionnaire technique of conducting survey.

GROUP – C

(Long Answer Type Questions)

Answer any *three* of the following.   3 × 15 = 45

7. What do you mean by research report ? Prepare a research report format. As a researcher what step should you follow for writing a good research report ?   2 + 8 + 5

8. a) The variance of x = 9, regression equations are $8x - 10y + 66 = 0$ and $40x - 18y = 214$. Find

   i) means of x and y

   ii) correlation coefficient of variates

   iii) S.D. of y

   b) Find median from the following :

Income :	260-269	270-279	280-289	290-299	300-309	310-319	320-329
Workers :	6	14	29	23	16	10	2

                                                        10 + 5

9. a) How do you explain 'Interview method' ?

   b) Mention its advantages and limitations.

   c) Point out different types of interview method.   3 + 8 + 4

10. Why do students of management need to study research methods ? State the relation between ideas of data, information and knowledge.   6 + 9

11. Write notes on any *two* of the following : $2 × 7\frac{1}{2}$

   a) Case study analysis

   b) Survey method

   c) Research design

   d) Pilot study.