CS/BBA(H) (SUPPLE)/SEM-6/BBA-605/09 SOCIAL RESEARCH METHODS (SEMESTER - 6)

1.	Signature of Invigilator				/	~		
2.	Signature of the Officer-in-Charge							
	Roll No. of the Candidate							
	CS/BBA(H) (SUPP ENGINEERING & MANAGEM	-					 0 9	

SOCIAL RESEARCH METHODS (SEMESTER - 6)

Time : 3 Hours]

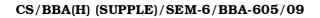
[Full Marks: 70

INSTRUCTIONS TO THE CANDIDATES :

- 1. This Booklet is a Question-cum-Answer Booklet. The Booklet consists of **32 pages**. The questions of this concerned subject commence from Page No. 3.
- 2. a) In **Group A**, Questions are of Multiple Choice type. You have to write the correct choice in the box provided **against each question**.
 - b) For Groups B & C you have to answer the questions in the space provided marked 'Answer Sheet'. Questions of Group B are Short answer type. Questions of Group C are Long answer type. Write on both sides of the paper.
- 3. **Fill in your Roll No. in the box** provided as in your Admit Card before answering the questions.
- 4. Read the instructions given inside carefully before answering.
- 5. You should not forget to write the corresponding question numbers while answering.
- 6. Do not write your name or put any special mark in the booklet that may disclose your identity, which will render you liable to disqualification. Any candidate found copying will be subject to Disciplinary Action under the relevant rules.
- 7. Use of Mobile Phone and Programmable Calculator is totally prohibited in the examination hall.
- 8. You should return the booklet to the invigilator at the end of the examination and should not take any page of this booklet with you outside the examination hall, **which will lead to disqualification**.
- 9. Rough work, if necessary is to be done in this booklet only and cross it through.

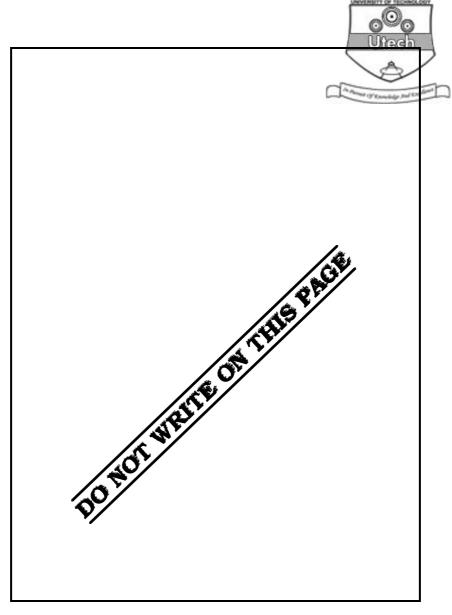
No additional sheets are to be used and no loose paper will be provided

	Group – A	Group – B	Group – C		
Guestion Number				Total Marks	Examiner's Signature
Marks Obtained					





Head-Examiner/Co-Ordinator/Scrutineer



2



CS/BBA(H) (SUPPLE)/SEM-6/BBA-605/09 SOCIAL RESEARCH METHODS SEMESTER - 6

Time : 3 Hours]

[Full Marks: 70

GROUP – A

(Multiple Choice Type Questions)

1.	Choo	ose the correct alternatives for any <i>ten</i> of the following :									
	i)	i) Purposive sampling is also known as									
		a)	Deliberate sampling	b)	Non-probability sampling						
		c)	Judgment sampling	d)	Cross-sampling.						
	ii)	Ques	tionnaire is a form of								
		a)	open ended questions	b)	close ended questions						
		c)	normative questions	d)	a combination of all.						
	iii)	Sam	ole means								
		a) selection of some part of aggregate									
		b) may or may not be a part of the aggregate									
		c) non-representative of the aggregate									
		d)	none of these.								
	iv)	The sources of error in measurement is the									
		a)	respondent	b)	situation						
		c)	instrument	d)	all of these.						

S-54012 (18/08)

CS/BBA(H) (SUPPLE)/SEM-6/BBA-605/09

- v) The foremost step of conducting research is to
 - a) formulate the research problem
 - b) select the samples
 - c) extensive literature survey
 - d) formulate hypothesis.
- vi) Chi-square value is used to judge
 - a) the significance of population
 - b) the significance of population variance
 - c) the significance of variance
 - d) all of these.
- vii) To find the order of preference of five competitive brands of toothpaste, the scale used is

4

a) ratio b) interval c) nominal d) ordinal. viii) Which one is not a research design ? Causal b) Casual a) c) Descriptive d) Exploratory. TAT stands for ix) Thematic Apperception Test a) Thematic Appreciation Test b) Thematic Adaptation Test. c) Thematic Application Test d) Projective Technique tries to find out X) market facts b) hidden feelings a) technical facts d) all of these. c)





CS/BBA(H) (SUPPLE)/SEM-6/BBA-605/09

5

b)

d)

- xi) "Face to face" interaction is a process of
 - a) action research method
 - observational method c)
- Relationship between two variables is called xii)
 - correlation a) b) validity
 - c) reliability d) regression.

GROUP – B

(Short Answer Type Questions)

Answer any *three* of the following.

- 2. What do you mean by a case-study approach ? Write in brief the significance and limitations.
- 3. Differentiate with an example between correlation and regression.
- 4. What are the differences between a deductive and inductive approach ?
- 5. Give an example of each of the following research questions :
 - An open ended question a)
 - b) A dichotomous question
 - A closed ended question c)
 - A multiple choice question d)
 - An opinionated question. e)
- 6. How will you use Likert scale in a question ?
- 7. Briefly explain the methodologies used in action researches.









CS/BBA(H) (SUPPLE)/SEM-6/BBA-605/09



6

GROUP – C

(Long Answer Type Questions)

Answer any *three* of the following.

- Narrate logically the various steps involved in designing a research questionnaire.
 Explain each step with examples.
- 9. Calculate the correlation coefficient R_{xy} from the following :

X	65	66	67	67	68	69	70	72
Y	67	68	65	68	72	72	69	71

- 10. Define simple random sampling. Distinguish between simple random sampling with replacement and simple random sampling without replacement from a finite population.
- 11. Discuss the characteristics of any *four* of the following scales with examples :
 - a) Nominal
 - b) Ordinal
 - c) Interval
 - d) Ratio
 - e) Likert.
- 12. Explain the importance of literature review of a research work. What do you understand by "citation" ? Write with examples.

END

S-54012 (18/08)

 $3 \times 15 = 45$