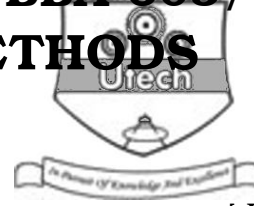




**CS/BBA(H) (SUPPLE)/SEM-6/BBA-605/09**

**SOCIAL RESEARCH METHODS**

**SEMESTER - 6**



Time : 3 Hours ]

[ Full Marks : 70

**GROUP – A**

**( Multiple Choice Type Questions )**

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

i) Purposive sampling is also known as

a) Deliberate sampling b) Non-probability sampling

c) Judgment sampling d) Cross-sampling.

ii) Questionnaire is a form of

a) open ended questions b) close ended questions

c) normative questions d) a combination of all.

iii) Sample 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.



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



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xi) "Face to face" interaction is a process of

- a) action research method                      b) interview method  
c) observational method                      d) questionnaire method.



xii) Relationship between two variables is called

- a) correlation                                      b) validity  
c) reliability                                      d) regression.

**GROUP – B**

**( Short Answer Type Questions )**

Answer any *three* of the following.

3 × 5 = 15

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 :
  - a) An open ended question
  - b) A dichotomous question
  - c) A closed ended question
  - d) A multiple choice question
  - e) An opinionated question.
6. How will you use Likert scale in a question ?
7. Briefly explain the methodologies used in action researches.



## GROUP – C

( Long Answer Type Questions )

Answer any *three* of the following.

3 × 15 = 45

8. 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 :

<b>X</b>	65	66	67	67	68	69	70	72
<b>Y</b>	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.

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END