



Name :

Roll No. :

Invigilator's Signature :

**CS/BBA (H)/SUPPLE/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 the following :

10 × 1 = 10

- i) Example of Interval Scale is
 - a) Temperature
 - b) Income
 - c) Attitude
 - d) none of these.
- ii) A Pareto chart is a type of
 - a) Bar chart
 - b) Histogram
 - c) both (a) and (b)
 - d) none of these.
- iii) Simple series or Ungrouped data are called
 - a) Frequency distribution
 - b) Simple frequency distribution
 - c) Grouped frequency distribution
 - d) none of these.



- iv) Which of the following is not a method of data collection ?
- a) Questionnaire
 - b) Interviewing
 - c) Observation
 - d) Frequency distribution.
- v) Correlation means
- a) relation between two variables
 - b) relation between more than one variable
 - c) both (a) and (b)
 - d) none of these.
- vi) Validity means
- a) truth
 - b) accuracy
 - c) reliability
 - d) none of these.
- vii) is a set of measurements which is the proportion true variance amount of total variance.
- a) Validity
 - b) Reliability
 - c) Both (a) and (b)
 - d) None of these.
- viii) Primary data can be collected through
- a) Observation
 - b) Online database
 - c) Case studies
 - d) Both (a) and (c).
- ix) Which of the following contribute(s) to the effectiveness of a report presentation ?
- a) Content
 - b) Context
 - c) Medium
 - d) All of these.
- x) Sign of Null Hypothesis is
- a) H_0
 - b) H_1
 - c) both (a) and (b)
 - d) none of these.



GROUP – B

(Short Answer Type Questions)

Answer any *three* of the following. $3 \times 5 = 15$

2. Discuss different types of Interview Method.
3. State the various steps involved in the formulation of a research problem.
4. Differentiate between Reliability & Validity.
5. Discuss about different types of data.
6. Mention the limitations of observation method.
7. State different types of Bar Diagram.

GROUP – C

(Long Answer Type Questions)

Answer any *three* of the following. $3 \times 15 = 45$

8. a) Ministry of communications carried out a survey of cable television providers in a district. Here are the number of channels they offer :

32	28	31	15	25	14	12	29	22	29	33
24	8	35	29	33	25	28	19	24	26	21

- i) What is the median number of channels provided ?
- ii) What is the mean number of channels provided ?



- b) The following is the frequency distribution of length of phone calls made by 175 people during a weekend. Construct histogram from these data :

<i>Length in minutes</i>	<i>Frequency</i>
1 — 7	45
7 — 14	30
14 — 21	34
21 — 28	22
28 — 35	16
35 — 42	12
42 — 49	9
49 — 56	5

10 + 5

9. What are the different types of Report ? Explain in detail different steps in writing a report. 5 + 10
10. What do you mean by Research ? Explain in detail the different steps of Research process. 5 + 10
11. Distinguish between research method *vs* methodology. Differentiate between Deduction and Induction methods. 5 + 10
12. Discuss different observational methods. Write down its advantages and disadvantages. 5 + 10