Name : ....

Roll No. : ....

Invigilator's Signature : ....

CS/BBA (H)/SEP. SUPPLE/SEM-6/BBA-605/2012

2012

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) Social research method relies on

         a) empirical evidence   b) relevant concepts

         c) scientific theories   d) all of these.

    iii) Hypothesis is a

         a) tentative statement regarding two or more variables

         b) a subject of the population

         c) an unpredicted statement

         d) none of these.
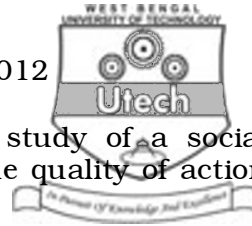
iv) .... may be defined as the study of a social situation with a view to improving the quality of action within it.

    a)   Action research   b)   Experimental research

    c)   Case study   d)   None of these.

v) A sample is

    a)   a set exclusive of the population

    b)   a subset of the population

    c)   non-representative of the population

    d)   may or may not be a part of the population.

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

    a)   Deduction   b)   Experience

    c)   Mistakes   d)   Probability.

vii) Which of the following is an example of random sampling techniques ?

    a)   Taking the name of every person in a telephone book

    b)   Generating a list of numbers by picking numbers out of a hat and matching these numbers to names in the telephone book

    c)   Taking every tenth or twentieth name from a list of everybody in the telephone book

    d)   Both (a) and (b).

viii) In which of the following ways can qualitative research be applied ?

    a)   Where numbers are not required

    b)   In advance of a quantitative study, to help the researchers decide what questions to ask and how to ask them

    c)   Alongside or after quantitative research to help explain the data, or perhaps to 'put flesh and blood' on the bones of the figures and numbers from the quantitative survey

    d)   All of these.

ix) The process of selecting a subset of a population for a survey is known as
    a) survey research   b) representation
    c) triangulation   d) sampling.

x) Which of these is not a method of data collection ?
    a) Questionnaires   b) Interviews
    c) Experiments   d) Observations.

xi) .... is a set of elements taken from a large population according to certain rules.
    a) Sample   b) Population
    c) Statistics   d) Element.

xii) Delphi technique is
    a) projective technique
    b) used in qualitative research
    c) used in quantitative research
    d) none of these.

GROUP – B

(Short Answer Type Questions)

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

2. Differentiate between primary 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	Rs. 12,000
Excise	Rs. 5,000
Income Tax	Rs. 4,000
Corporation Tax	Rs. 9,000
Entertainment	Rs. 8,000
Others	Rs. 2,000
Total Indirect Taxes (A to F)	Rs. 40,000
Total Direct Taxes	Rs. 35,000

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. Present and outline a description of a good research report.

8. a) Discuss in retail the steps involved in the research process.

   b) Write a note on action research. 11 + 4

9. a) What are the attributes of a good questionnaire ?

   b) Draft a questionnaire for effective feedback of customers about the services of a private hospital. (Use as many types of questions as you can) 5 + 10

10. a) Find the median annual income for the following groups of steel workers :

Income (Rs. '000) :	260-269	270-279	280-289	290-299	300-309	310-319	320-329
Workers (Nos.) :	10	14	29	23	16	10	25

   b) How do you explain 'Interviewed method' ?

   c) Mention its advantages and limitations. 7 + 4 + 4

11. Write short notes on any *three* of the following : 3 × 5 = 15

    a) Research design

    b) Delphi methods

    c) Survey *vs* Census

    d) Observation method

    e) Secondary data.

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