



Name : .....

Roll No. : .....

Invigilator's Signature : .....

**CS/BBA (H)/SEPARATE SUPPLE/SEM-6/BBA-605/2011**

**2011**

**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.*

*Graph sheet(s) will be provided by the Institution.*

**GROUP - A**

**( Multiple Choice Type Questions )**

1. Choose the correct alternatives of the following :  $10 \times 1 = 10$

i) 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.

ii) Data collection cannot be done through

a) Interview

b) Secondary data

c) Questionnaires

d) Reviewing literatures.



- iii) Variables are
  - a) Characteristic being measured
  - b) Estimates
  - c) Hypothesis
  - d) Types of data.
- iv) Unstructured questions are
  - a) Open ended questions
  - b) Close ended questions
  - c) Dichotomous questions
  - d) None of these.
- v) Likert scale is an example of
  - a) Nominal scale
  - b) Ordinary scale
  - c) Interval scale
  - d) Ratio scale.
- vi) Data on 1500 students' height was collected at a large university. Which of the following is the best chart for presenting the information ?
  - a) A pie chart
  - b) A pareto diagram
  - c) A side by side bar chart
  - d) A histogram.
- vii) Data analysis is
  - a) Reporting the results
  - b) Implementation strategies
  - c) Technical appendix to a research report
  - d) Quantitative treatment of research findings.



- viii) Tables should not include
- Title and number
  - Units of measurement
  - Headings and footnotes
  - Explanations of the variable.
- ix) Out of the following one is not the principle of report writing
- Consistency
  - Connectivity
  - Indentation
  - Illegibility.
- x) Error when one rejects a true null hypothesis
- Type-II error
  - Type-I error
  - None of these
  - All of these.

**SECTION – B**

**( Short Answer Type Questions )**

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

2. Calculate the coefficient of correlation from the following data : 5

X	2.52	2.49	2.49	2.45	2.43	2.42	2.41	2.40
Y	730	710	770	890	970	1020	970	1040

- When should a researcher use non-probabilistic sampling ?
- How can the sampling error be minimized ?
- Give reasons behind wide use survey.
- What is deductive and inductive approach in research ?



**GROUP - C**

**( Long Answer Type Questions )**

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

7.

Values of Sales (£'000)	Number of firms
0-500	3
500-1000	43
1000-1500	63
1500-2000	105
2000-2500	120
2500-3000	99
3000-3500	51
3500-4000	47
4000-4500	4

Draw the histogram and the less than cumulative frequency polygon of the above distribution. Find graphically, the number of firms whose sales lie between £12,00,000 and £ 26,00,000.

8. a) What is Pareto diagram ?  
 b) Distinguish between Bar diagram and Histogram.  
 c) Find the mean and median for the following data, and comment on the shape of the distribution :

Weight in KG	36-40	41-45	46-50	51-55	56-60	61-65	66-70
No. of persons	14	26	40	53	50	37	25

9. a) How is research topic selected ? Elaborate.  
 b) What is synopsis ?
10. a) What are sources of secondary data ?  
 b) Explain action research. What are its importance and need ?
11. What is report writing ? Explain the significance of Report Writing.