### SHRI S. H. KELKAR COLLEGE OF ARTS, COM. AND SCIENCE, DEVGAD.
### SYBMS SEMISTER IV EXAMINATION, MARCH 2023
**COURSE: BUSINESS RESEARCH METHODS (UBMSFSIV. )**

**DURATION: 2.5 Hours**

**CLASS: SYBMS**

**MAX. MARKS:75 Marks**

N.B.- (1) All questions are compulsory.
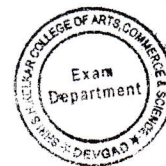
(2) Figures to the right indicate full marks.

**Q.1) A) MULTIPLE CHOICE QUESTIONS. ( Any Eight)**

**08 MARKS**

1. Research means--------------------

(a)Search for knowledge     (b)Invention     (c)Making changes     (d) None of these.

2.A good research must be----------------------.

(a)Systematic     (b)logic     (c)Both a & b     (d) None of these

3.Experimental research is based on-------------------.

(a)Collected data     (b)opinions of experts     (c) Experiments conducted in a laboratory     (d)all of these.

4.----------------- is a plan that specifies the sources & types of information relevant to the research problem.

(a)Research problem     (b)Research report     (c)Research designs     (d) none of these.

5.---------------------refers to the procedure of selecting sampling units from the universe.

(a)Research design     b)Sample design     (c)Research     (d) none of these.

6.-------------consists of classification, tabulation & coding.

(a)Collecting of data     (b) preparation of report     (c)Interpretation of data     d)processing of data

7.--------------is a set of elements taken form a larger population according to contain rules.

(a)Sample     (b)Population     (c)Statistic     (d)Element.

8.-----------------is a method of collecting data in which information are collected from every individual of the population.

(a)Census     (b)sample     (c)Sampling     (d)none of these.

9.-----------------is empirical & practical.

(a)Historical     (b)Applied research     (c)Descriptive     (d)Empirical.

10.Stratified sampling is-------------------sampling.

(a)Probability     (b)Non-probability     (c)none of these.

**B) STATE TRUE OR FALSE- ( Any Seven)** 07 MARKS

1. According to Hudson Maxim, " All progress is born of inquiry."

2. Pure research is also known as fundamental research.

3. A variable is anything that quantity and quality that NOT varies.

4. Hypothesis is a statement that suggests the proposed answer to be problem selected for research purpose.

5. Stratified sampling is also called proportional random sampling.

6. Primary data consist of second hand data.

7. Coding means assigning a number, symbol or other mark to every answer.

8. Tabulation means the sorting and counting of data and allocating the same to relevant classification categories.

9. Plagiarism means the presentation of the work another as one's own or without proper acknowledgement.

10. Classification means grouping together the data which are homogeneous in character for interpretation purpose.

Q. 2) A)What is mean by research? Explain the objectives of research. 08 MARKS

B) Explain the different types of research. 07 MARKS

**OR**

C) What is mean by research? Explain the research process in details. 08 MARKS

D) Explain the characteristics of good research work. 07 MARKS

Q. 3) A) Explain interview method of primary data collection. 08 MARKS

B) What is mean by primary data? Explain the advantages of primary data collection. 07 MARKS

**OR**

C) Explain observation method of primary data collection. 08 MARKS

D) What is mean by questionnaire? Explain its advantages and importance. 07 MARKS

Q. 4) A) What is mean by editing of data? Explain its objectives and process of data editing. 08 MARKS

B) What is mean by tabulation of data .Explain importance and methods of tabulation of data. 07 MARKS

**OR**

C) Explain graphic representation in detail. 08 MARKS

D) What is mean by data classification? Explain principles and methods of data classification.07 MARKS

**Q.5) Write short notes on: (Any Three)**  15 Marks

1. Characteristics/features of research.

2. Sampling

3. Secondary data

4. Survey method

5. Types of research report

## OR

A) What is mean by report writing? Explain characteristics of good research report writing.  08 Marks

B) Explain contents/ layouts of research report.  07 Marks

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