Q.1 A   Explain the following terms: 4
1. Ratio scale
2. Two tailed tests
3. Snowball sampling
4. Accepting and rejecting hypothesis

   B   Explain the difference between cross sectional and longitudinal research design along with its   4
implication in business research.
OR

   B   What is the difference between descriptive and exploratory research?   4

Q2 A   What are the advantages and disadvantages of telephonic survey method?   4
   B   What are the advantages and disadvantages of personal survey method?   4
OR

Q2 A   Which are the various scales that can be used in the questionnaire?   4
   B   Which are the factors used to describe appropriateness of the scale? Explain each factor in   4
short.

Q 3 A   A researcher wants to do research on Maruti car owners of Ahmedabad. He takes the list of all   4
the Maruti car owners from the car dealers. Which different types of sampling can be done by
the list of the car owners?

   B   Which statistical test can be used if the data is not normally distributed and we want to do   4
analysis of people before and after attending a De-addiction program?
OR

Q 3 A   What care should be taken by the researcher to reduce the errors to minimum?   4
   B   What can be the reasons for which a research may refer to secondary data and where and why   4
the primary data collection is needed?

Q4 A   Which factors the researcher will consider for deciding the sample size for a research?   4
   B   How to conduct a focus group research?   4
OR

Q4 A   How observation studies can be carried out?   4
   B   Why sampling should be done instead of taking census?   4

Q 5   A new entrant company in the ready to cook food product market wants to decide its   8
advertising, packaging, pricing, sales promotion, distribution strategies across the country. It
has a limited budget and limited time for research to decide all the above strategies. Which
methods of research will be more appropriate for the various information needs? Justify your
answers by mentioning why one method of research can be more appropriate than other
method in each of the above decision needs.