WEST BENGAL STATE UNIVERSITY

B.A./B.Com. Honours 6th Semester Examination, 2021

ASPACOR14T-Advertisement and Sales Promotion (CC14)

Research Methods and Project Work

Time Allotted: 1 Hour

Full Marks: 25

The figures in the margin indicate full marks.
Candidates should answer in their own words and adhere to the word limit as practicable.

GROUP-A

Answer any *five* questions from the following
2×5 = 10

1. Define Research.

2. What is research design?

3. What is the need for research?

4. Point out two features of a good research.

5. Define Sampling.

6. What is parameter?

7. What do you mean by standard error?

8. What do you mean by validity of data?

9. Define Null Hypothesis.

10. What is Primary data?

11. Give two examples of secondary data source.

12. What is a questionnaire?

13. Explain brief Type-I error.

14. Briefly explain bibliography in relation to report writing.

15. Name two common statistical softwares used in Social Science Research.

16. What is a research report?

GROUP-B

Answer any *three* questions from the following   5×3 = 15

17.   Discuss the objective of Research.

18.   Explain five important features of good research.

19.   Write a short note on Probability Sampling.

20.   Write a short note on measurement scales.

21.   Discuss the advantages of Sampling in research.

22.   Discuss the significance of Report writing.

23.   What are the parts of a research report?

24.   Explain two methods of citation with example.

25.   Write a short note on "Use of Computer in Research".

26.   What are the precautions to be observed in writing a research report?

N.B. : *Students have to complete submission of their Answer Scripts through E-mail / Whatsapp to their own respective colleges on the same day / date of examination within 1 hour after end of exam. University / College authorities will not be held responsible for wrong submission (at in proper address). Students are strongly advised not to submit multiple copies of the same answer script.*

——×——