Name : ....

Roll No. : ....

Invigilator's Signature : ....

CS/BBA (H)/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.

GROUP – A
(Multiple Choice Type Questions)

1. Choose the correct alternatives for the following : 10 × 1 = 10

    i)   Strata in stratified sampling is

    a)   homogeneous   b)   heterogeneous

    c)   mutually exclusive   d)   none of these.

    ii) Designing a research study means

    a)   data gathering

    b)   data analysis

    c)   an outline of the research report

    d)   designing data interrelationship.

    iii) Primary data is

    a)   collected directly from field

    b)   collected from library

    c)   collected from newspaper
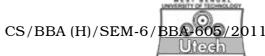
    d)   collected from research article.

iv) Which of the following is not a step in research process ?

    a) Formulation of research problem

    b) Formulation of research hypothesis

    c) Formulation of research design

    d) None of these.

v) .... makes a research more systematic, controlled, empirical and critical investigation.

    a) Theory   b) Fact

    c) Control   d) Scientific method.

vi) Which of the following is a method of data collection ?

    a) Questionnaire   b) Interviewing

    c) Observation   d) All of these.

vii) 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.

viii) Variables are

    a) Characteristics being measured

    b) Estimates

    c) Hypotheses

    d) Types of data.

ix) Data analysis is

    a) Reporting the results

    b) Implementation of strategies

    c) Technical appendix to a research report

    d) Quantitative treatment of research findings.

x) Primary data can be collected through

  a) Online databases

  b) Case studies

  c) Mechanical devices

  d) Observations.

GROUP – B

(Short Answer Type Questions)

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

2. State the different types of report. What precautions should a researcher follow while writing a research report ?

3. Explain in detail the steps for carrying out research project.

4. Briefly state the advantages and disadvantages of survey method.

5. Discuss major contents of research project.

6. Discuss the characteristics of a good questionnaire.

GROUP – C

(Long Answer Type Questions)

Answer any *three* of the following.   3 × 15 = 45

7. a) What points may be observed by a researcher in selecting the subject of the research ?

   b) Discuss the different components of a research report.   8 + 7

8. What are the steps in Research Design ? Explain the difference between exploratory, descriptive and causal research.   3 + 12

9. a) How will you prepare the check list for presentation of result ?

   b) A company wanted to determine if there is an association between the advertising expense and market share of its product. The following data were obtained from the company records :

Advertising Expenses (Rs. lakhs)	Market share
100	10
125	8
150	18
200	15
225	18
250	24
300	20

   Find out the correlation coefficient between them. 5 + 10

10. In the following data two class frequencies are missing :

Class Intervals	Frequency
100-110	4
110-120	7
120-130	15
130-140	?
140-150	40
150-160	?
160-170	16
170-180	10
180-190	6
190-200	3

   However it is known that the total frequency is 150 and median is 146·25. Find out the two missing frequencies. Also find the mode of distribution. 15

11. What is an interview ? State the different observational methods of data collection. Discuss the interview technique used in research methodology. 2 + 8 + 5