



Name : .....  
Roll No. : .....  
Invigilator's Signature : .....

**CS/BBA (H)/SEM-6/BBA-605/2012**

**2012**

**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.*

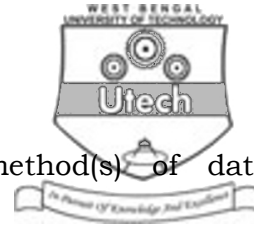
**GROUP – A**

**( Multiple Choice Type Questions )**

1. Choose the correct alternatives for any *ten* 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) The another name of simple series is called
    - a) Frequency distribution
    - b) Simple frequency distribution
    - c) Grouped Frequency distribution
    - d) None of these.
  - iii) What does quantitative research measure ?
    - a) Feelings and opinions    b) Numbers and figures
    - c) Numbers and feelings    d) None of these.



- iv) Which of the following is/are method(s) of data collection ?
- a) Questionnaire                      b) Interviewing  
c) Observation                      d) All of these.
- v) Which of the following is NOT a form of non-random sampling ?
- a) Snowball sampling              b) Convenience sampling  
c) Quota sampling                  d) None of these.
- vi) Strata in stratified sampling is
- a) Homogeneous                      b) Heterogeneous  
c) Mutually Exclusive              d) None of these.
- vii) Which of the following contributes to the effectiveness of a report presentation ?
- a) Content                              b) Context  
c) Medium                              d) All of these.
- viii) Sign of Null Hypothesis is
- a)  $H_0$                                       b)  $H_1$   
c) both (a) and (b)                  d) none of these.
- ix) The same person when reexamines by the same test on different conditions is called
- a) Reliability  
b) Reliability co-efficient of the test  
c) Validity  
d) None of these.



- x) Which of the following is NOT a step in Research Process ?
- Formulation of research problem
  - Formulation of research design
  - Formulation of research hypothesis
  - None of these.
- xi) Data analysis is
- reporting the results
  - implementation of strategies
  - quantitative treatment of research findings
  - validation of data.
- xii) The complete information of part history and present condition is collected through
- case study method
  - interview method
  - both (a) and (b)
  - none of these.

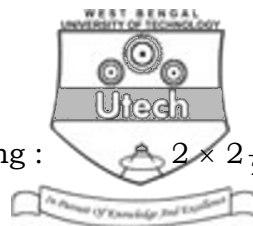
### GROUP – B

#### ( Short Answer Type Questions )

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

- What is central tendency ? Explain its different methods.
- Discuss selection of a problem for research.
- Construct a Histogram on the basis of following data :

Monthly income (USD)	20-30	30-40	40-50	50-70	70-100
No. of Employees	5	12	15	18	20



5. Write short notes on any *two* of the following :  $2 \times 2\frac{1}{2}$
- a) Delphi Method
  - b) Survey *vs.* Census
  - c) Research Instruments.
6. How do you feel, study of research methods would help a BBA graduate ?

**GROUP – C**

**( Long Answer Type Questions )**

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

7. What is a Questionnaire ? What are the characteristics of a good Questionnaire ? What are the limitations of a mail Questionnaire ?  $4 + 8 + 3$
8. Write a note on sampling mentioning its different types, errors, units and advantages of sampling over census method.
9. Discuss on the structure and content of a good Research Report.
10. Distinguish between any *two* of the following pairs :  $2 \times 7\frac{1}{2}$
- a) Primary and Secondary Data
  - b) Qualitative and Quantitative Methods
  - c) Deductive and Inductive Methods.
11. What is Regression Analysis ? Give the formulae of Regression equation for *Y* on *X* and *X* on *Y*. Find the equation of the line of regression of *X* on *Y* for any hypothetical set of values for *X* and *Y*.  $4 + 7 + 4$
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