

Code: 08XIMTIRIC2923

Time: 2 hours

Max Marks: 60

Instructions:

1. All questions are compulsory.
2. Make suitable assumptions wherever necessary and state the assumptions made.
3. Answers to same questions must be written together.
4. Numbers to the right indicate marks
5. Draw neat labeled diagrams wherever necessary.
6. Use of non-programmable calculator is allowed.

Q1

Answer any 2 out of 4

12

- a Are research proposition and hypothesis the same? If not, explain the difference between them. 6
- b Based on which parameters will you evaluate whether business research is needed in a situation or not? 6
- c What is a Syndicated Service? Explain with a real life example. 6
- d Write a note on Input Management 6

Q2

Answer any 2 out of 4

12

- a Differentiate between Independent and Dependent Variable with examples for each. 6
- b Can a proposal act as a planning tool? If yes, how? 6
- c What is Exploratory Research? 6
- d What is Ethnography? 6

Q3

Answer any 2 out of 4

12

- a Explain Response bias and its types 6
- b What is temporal classification? What are its types? 6
- c Why does Direct Observation need to be combined with Interview process? 6
- d How do you reduce demand characteristics? 6

Q4

Answer any 2 out of 4

12

- a Compare and Contrast Nominal and Ordinal Scale 6
- b What do you mean by reverse coding? Give an example of questions where reverse coding is needed 6
- c Explain Open-Ended vs Fixed Alternative Questions in a Questionnaire. 6
- d Write a note on Normal Distribution 6

Q5

Answer any 2 out of 4

12

- a Write a note on Cross-Tabulation 6
- b How do you choose an appropriate statistical technique for interpreting data? 6
- c What does ANOVA stand for? What is it used for? 6
- d How would you classify Multivariate Techniques? 6

DIDBAR

Bulky