

MMS/D06  
Bus Research Methodology

Paper: CP-205

Time : 3 Hours

MM:70

Note :- Attempt five questions in all taking one question from each unit. All questions carry equal marks.

UNIT-I

- 1 Explain the following in not -more than 50 words each:
  - (a) Research
  - (b) List characteristics of scientific method of research.
  - (c) Cost of information
  - (d) Hypothesis
  - (e) What is a research design ?
  - (f) Primary data.
  - (g) Precautions in using secondary data.
- 2 Discuss the steps in research process.
- 3 Describe the Experimental Research design.
- 4 Discuss questionnaire method of data collection.
- 5 Briefly explain various attitude measurement techniques.
- 6 What is a sample design? Describe its main components. Write a detailed note on field work and tabulation of data. Describe the main features of SPSS.
- 7 Explain briefly:
  - (a) ANOVA
  - (b) Discriminant Analysis.
- 8 . Explain briefly:
  - (a) Factor Analysis
  - (b) Likert Type of measurement scale.