

**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 ?

- a) Formulation of research problem
- b) Formulation of research design
- c) Formulation of research hypothesis
- d) None of these.

xi) Data analysis is

- a) reporting the results

- b) implementation of strategies
  - c) quantitative treatment of research findings
  - d) validation of data.
- xii) The complete information of part history and present condition is collected through
- a) case study method      b) interview method
  - c) both (a) and (b)      d) none of these.

### **GROUP – B**

#### **( Short Answer Type Questions )**

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

2. What is central tendency ? Explain its different methods.
  3. Discuss selection of a problem for research.
  4. 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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