

CS/BIRM/SEM-6/BIRM-605/2013

2013

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 : $10 \times 1 = 10$

i) Snow-ball sampling is

a) probability sampling

b) non-probability sampling

c) both (a) and (b)

d) none of these.

ii) Ratio scale is

a) superior to nominal scale

b) inferior to nominal scale

c) both (a) and (b)

d) none of these.

iii) Delphi technique is

a) projective technique

b) used in qualitative research

c) used in quantitative research

d) none of these.

iv) To find the order of preference of five competitive brands
of toothpaste, the scale used is

a) ratio b) interval

- c) nominal d) ordinal.
- v) Which one is not a research design ?
- a) Causal b) Casual
- c) Descriptive d) Exploratory.
- vi) TAT stands for
- a) Thematic Appreciation Test
- b) Thematic Apperception Test
- c) Thematic Application Test
- d) Thematic Adaptation Test.
- vii) Projective technique tries to find out
- a) market facts b) hidden feelings
- c) technical facts d) all of these.
- viii) Strata in stratified sampling is
- a) homogeneous b) heterogeneous
- c) mutually exclusive d) none of these.
- ix) Simple random sampling is
- a) probability sampling
- b) non-probability sampling
- c) both (a) and (b)
- d) none of these.
- x) Extraneous variable is
- a) dependent variable b) independent variable
- 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. Differentiate between dependent variable and independent variable.
3. State the main purposes of selecting a sample for research.

4. Mention the merits and interviewing technique of conducting survey.
5. Discuss the essentials of a good research design.
6. Define data and information. Give example.

GROUP – C

(Long Answer Type Questions)

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

7. Construct a questionnaire to explore attitude of college student regarding 'Entrepreneurship' as career option.
8. a) What are the different types of report ?
b) Discuss the different components of research report.
c) What precaution should researcher take while writing research report ? $4 + 8 + 3$
9. a) Define projective technique.
b) Explain its merits and demerits.
c) How is this technique used in research methodology ?

$3 + 8 + 4$

10. a) Define Editing and Coding.
b) Mention the classification and transcription of data.
c) Discuss the process of data preparation in Research work. $5 + 5 + 5$
11. Distinguish between any *three* of the following pairs : 3×5
 - a) Questionnaire and Schedule methods
 - b) Primary and Secondary data
 - c) Research method and Research methodology
 - d) Deductive and Inductive methods
 - e) Qualitative and Quantitative methods.