

CS/BSCM/SEM-6/BSCM-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 the following:

10 × 1 = 10

- i) A review of literature prior to formulating research questions allows the researcher to
- a) become familiar with prior research on the phenomenon of interest
 - b) identify potential methodological problems in the research area
 - c) develop a list of pertinent problems relative to the phenomenon of interest
 - d) All of these.
- ii) Which of the following is a method of data collection ?
- a) Questionnaire b) Interviewing
 - c) Observation d) All of these.
- iii) Research design can be classified as
- a) exploratory b) descriptive
 - c) experimental d) all of these.
- iv) A variable that is presumed to cause a change in another variable is called a

- a) categorical variable b) dependent variable
 - c) independent variable d) intervening variable.
- v) Primary data is
- a) collected directly from field
 - b) collected from library
 - c) collected from newspaper
 - d) collected from research article.
- vi) Which of the following are examples of quantitative variables ?
- a) Age, temperature, income, height
 - b) Grade point average, anxiety level
 - c) Gender, religion, ethnic group
 - d) Both (a) & (b).
- vii) 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.
- viii) Extraneous variable is
- a) dependent variable b) independent variable
 - c) both (a) and (b) d) none of these.
- ix) Which of the following is not a step in research process ?
- a) Formulation of research problem
 - b) Formulation of research hypothesis
 - c) Formulation of research design
 - d) None of these.
- x) Case study is a study of
- a) individuals b) events

c) situation d) none of these.

GROUP – B

(Short Answer Type Questions)

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

2. Elaborate on your approach towards selection of a problem for research.
3. What are the characteristics of a good questionnaire ?
4. Define Data and Information. Give examples.
5. Define Pilot Survey. What are its objectives ?
6. Distinguish between deduction and induction.

GROUP – C

(Long Answer Type Questions)

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

7. Design a questionnaire to get inputs from the final year students of your college on placement scenario that would be useful for the college authority to augment placement activities.
8. Write short notes on any three of the following : $3 \times 5 = 15$
 - a) Action Research
 - b) Innovation
 - c) Structured Interview
 - d) Stratified Sampling.
9. Define the method of observation. What are the advantages and limitations of observation method ? $4 + 11$
10. Mention the different steps in Report writing. Explain the layout of the Research Report. $8 + 7$
11. Define Projective Technique of data collection. Explain its merits and demerits. How this technique is used in Research Methodology ? $7 + 4 + 4$