

CS/BSCM/SEM-6/BSCM-605/2011

2011

SOCIAL RESEARCH METHOD

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) Strata in stratified sampling is

- a) homogeneous b) heterogeneous
- c) mutually exclusive d) none of these.

ii) Designing a research study means

- a) data gathering
- b) data analysis
- c) an outline of the research report
- d) designing data interrelationship.

iii) Primary data is

- a) collected directly from field
- b) collected from library
- c) collected from newspaper
- d) collected from research article.

iv) 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.

v) makes a research more systematic,
controlled, empirical and critical investigation.

a) Theory b) Fact

c) Control d) Scientific method.

vi) Which of the following is a method of data collection ?

a) Questionnaire b) Interviewing

c) Observation d) All of these.

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) Variables are

a) characteristics being measured

b) estimates

c) hypothesis

d) types of data.

ix) Data analysis is

a) reporting the results

b) implementation of strategies

c) technical appendix to a research report

d) quantitative treatment of research findings.

x) Primary data can be collected through

a) online databases b) case studies

c) mechanical devices d) observations.

GROUP – B

(Short Answer Type Questions)

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

2. Define the concepts of induction and deduction.
3. Mention the essentials of a good questionnaire.
4. How do you explain Action Research ?
5. State the main significance of structured interview.
6. Write down the important criteria of choice of topic.

GROUP – C

(Long Answer Type Questions)

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

7. Explain in detail the different steps involved in a research process. Distinguish between quantitative and qualitative researches. $12 + 3$
8. Define the method of observation. Discuss the advantages and limitations of observation method. $2 + 10 + 3$
9. What is research report ? Briefly explain the format of a research report. What do you mean by 'Abstract' ? State the main significance of abstract. $2 + 8 + 3 + 2$
10. Define data. What do you mean by primary and secondary sources of data ? Distinguish between primary and secondary data. Discuss the different types of data used in research process. $2 + 4 + 4 + 5$
11. What is research ? List and explain the 'articles of faith' of the scientific method. Display the structure of title page of a report. $2 + 10 + 3$