

NOVEMBER 2024

72248/BB25B

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Time : Three hours

Maximum : 75 marks

SECTION A — (10 × 2 = 20 marks)

Answer any TEN questions in about 30 words each.

Write short note on the following.

1. Research problem
2. Sampling
3. Descriptive design
4. Rating scale
5. Data cleaning
6. Interview schedule
7. Null hypothesis
8. Regression
9. Academic report

10. Research gap
11. Tabulation
12. Use of Statistical test

SECTION B — (5 × 5 = 25 marks)

Answer any FIVE questions in about 200 words each.

13. Discuss the importance of research in business.
14. Discuss the procedure in formulating a research problem.
15. Analyze the different measurement scales used in social science research.
16. Elucidate the points to be considered for drafting a good questionnaire.
17. In what way questionnaires are differentiated from interview schedule? Explain.
18. Enumerate the significance of graphic presentation in research.
19. How statistical testing is being done on a data in social science research? Explain.

SECTION C — (3 × 10 = 30 marks)

Answer any THREE questions in about 500 words each.

20. Discuss the research process used in social science research.
21. Explain Different types of research design used in research.
22. Describe the pros and cons of various types of scaling techniques.
23. With the help of an example, explain the process of hypothesis testing.
24. Discuss the structure of a good research report.