Name : ....

Roll No. : ....

Invigilator's Signature : ....

CS/BSCM/SEM-6/BSCM-605/2010
2010
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 × 1 = 10

    i)   Research design can be classified as

        a)   Open and closed end

        b)   Explanatory, descriptive and casual research

        c)   Both of these

        d)   None of these.

    ii)   Secondary data can be collected through

        a)   Online database   b)   Case studies

        c)   Mechanical devices   d)   Observation.

    iii) .... is a set of elements taken from a large population according to certain rules.

        a)   Sample   b)   Population

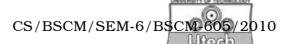   c)   Statistics   d)   Element.

6446   [Turn over

iv) Variables are

    a) Estimates

    b) Hypothesis

    c) Types of data

    d) Characteristics being measured.

v) A hypothesis is

    a) a fact already proven by the researcher

    b) a subset of population

    c) non-representative of the population

    d) may or may not be a part of population.

vi) Designing a research study means

    a) Data gathering

    b) Data analysis

    c) Selecting a research design

    d) Designing data interrelationship.

vii) Which of the following contribute(s) to the effectiveness of a report presentation ?

    a) Content   b) Context

    c) Medium   d) All of these.

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

    a)   Questionnaire   b)   Interviewing

    c)   Observation   d)   All of these.

ix) Case study is a study of

    a)   individuals   b)   events

    c)   situation   d)   none of these.

x) Primary data is

    a)   collected directly form field

    b)   collected from library

    c)   collected from newspaper

    d)   collected form research article.

GROUP – B
(Short Answer Type Questions)
Answer any *three* of the following.   3 × 5 = 15

2. State the advantages of using questionnaire.

3. Discuss the essentials of a good research design.

4. Define 'data'. Give some examples.

5. State the objectives of research.

6. Define data and information. Give example.

GROUP – C

(Long Answer Type Questions)

Answer any *three* of the following.   3 × 15 = 45

7. a) State the importance of data.

   b) Explain different methods of primary data collection ?

        5 + 10

8. a) What do you mean by research process ?

   b) Describe different stages of research process in detail.

   c) Which stage do you feel most crucial and why ?

        4 + 8 + 3

9. a) Mention the different steps in Report writing.

   b) Explain the layout of the research report.   8 + 7

10. a) Write down the difference between questionnaires and schedules.

    b) Construct a questionnaire to explore attitude of college students regarding " Global Supply Chain".   5 + 10

11. a) What is scientific method ?

    b) What are its bases ?

    c) Compare between applied research and pure research with examples.   4 + 5 + 6

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