

CS/BBA/Even/6th Sem/BBA-605/2014

2014

Social Research Methods

Time Alloted : 3 Hours

Full Marks : 70

**The figure 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 any ten of the following:

10x1=10

- i) Social research method relies on
 - a) empirical evidence
 - b) relevant concepts
 - c) scientific theories
 - d) All of these
- ii) A null hypothesis is
 - a) Hypothesis of interest
 - b) Hypothesis assigning value to parameter
 - c) Hypothesis of no difference
 - d) None of this
- iii) Which of the following is a categorical variable?
 - a) Age
 - b) Annual income
 - c) Grade point average
 - d) Religion
- iv) Which of the following is probability sampling?
 - a) Simple random sampling

2055

1

[Turn over]

CS/BBA/Even/6th Sem/BBA-605/2014

- b) Judgment sampling
 - c) Quota sampling
 - d) Convenience sampling
- v) According to scaling technique scales can be divided into
- a) two
 - b) three
 - c) four
 - d) Six
- vi) Data refers to collection ofusually the result of experience or observation or experiment.
- a) numbers
 - b) Organized information
 - c) physical quantities
 - d) none of the these
- vii) ---- validity is concerned with the degree to which research finding can be applied to the real world beyond the controlled setting.
- a) External
 - b) Internal
 - c) Construct
 - d) all of these
- viii) Test reliability is synonymous to the feature of
- a) unbiasedness
 - b) minimum variance
 - c) sufficiency
 - d) consistency.
- ix) controversial subject should not be chosen for research byresearcher
- a) scientific
 - b) extraordinary
 - c) average
 - d) good
- x) The sources of error in measurement is the
- a) respondent
 - b) situation
 - c) instrument
 - d) all of these.
- xi) Chi-square value is used to judge
- a) the significance of population
 - b) the significance of population variance
 - c) the significance of variance
 - d) All of these.
- xii) To find the order of preference of five competitive brands of toothpaste, the scale used is

CS/BBA/Even/6th Sem/BBA-605/2014

- a) ratio
- b) interval
- c) nominal
- d) ordinal

GROUP - B

(Short Answer Type Questions)

Answer any *three* of the following.

3x5=15

- 2. State the advantages and limitations of questionnaire survey.
- 3. Elucidate your understanding on Delphi technique and Projective technique.
- 4. What are the desirable properties of a statistical average?
- 5. The following table gives the monthly income of 45 employees in a factory. The total monthly income of 5 employees in the class 'Rs. 400 and above' is Rs. 6000. Find the mean.

Income(Rs.)	220-449	250-279	280-309	310-339	340-369	370-399	400 & above	Total
Frequency	6	8	12	5	5	4	5	45

- 6. What are the different types of research report? What precautions should a researcher follow While writing a research report?

GROUP - C

(Long Answer Type Questions)

Answer any *three* of the following.

3x15=45
3+2

- 7. What do you mean by research report? Prepare a research report in format. As a researcher what step should you follow for writing a good research report?
2+8+5
- 8. i) The variance of $x=9$, regression equation are $8x-10y+66=0$ and $40x-18y=214$. Find
 - a. means of x and y .
 - b. correlation coefficient of variates
 - c. S.D. of y .

CS/BBA/Even/6th Sem/BBA-605/2014

ii) Find the median from the following

Income :	2 6 0 - 269	2 7 0 - 279	2 8 0 - 289	2 9 0 - 299	3 0 0 - 309	3 1 0 - 319	3 2 0 -329
Workers:	6	14	29	23	16	10	2

9. a) How do you explain 'Interview method'?
b) Mention its advantages and limitation.
c) State the different types of interview method. **3+8+4**

10. a) What is the meaning of measurement in research?
b) What are scale classification bases?
c) What are the different Scaling techniques? **3+5+7**

11. Write short notes on any two of the following **2 X 7.5 = 15**

- a) Case study analysis
- b) Survey method
- c) Research method
- d) Pilot Study
- e) Non Probability Sampling