

Roll No. :

Total No. of Printed Pages :-1

Total No. of Questions : 12

Maximum Marks :- 50

Duration (hrs) :- 3 hrs

MR 03

30.10.2017
Markets

Note :- Answer any ten questions.

- 1) Define research. Distinguish between pure and applied research.
- 2) What are the areas of Management where research has been done and can be done ?
- 3) What is the objective of conclusive research ? Explain the procedures followed in the research.
- 4) What do you understand by descriptive research ? Distinguish between case method and statistical method.
- 5) What is the role of experimental research ? What is meant by laboratory conditions ? Outline any two research designs available for experimental research.
- 6) What is the role of hypothesis in social research ? Define null hypothesis.
- 7) Explain the procedure for a two-tail testing hypothesis.
- 8) What are the principal methods of collection of data ? What are their merits and demerits.
- 9) Describe in detail the features of Thurstone and Likert Scales ?
- 10) What are primary and secondary data ? What are their sources ? What are the limitations of secondary data?
- 11) Describe in detail the format of a research report.
- 12) Write short notes on any two.
 - a) Latin Square
 - b) Osgood Scale
 - c) Research Organisation in India.