

Name:

Enrolment No:



UNIVERSITY OF PETROLEUM AND ENERGY STUDIES

End Semester Examination, May 2019

Course: Research Methodology & Report Writing

Program: BBA Core & AIS

Course code: DSRM 2001

Instructions: Attempt all questions

Semester: IV

Time: 03 Hours

Max. Marks: 100

(Section A)

Attempt all the questions.

(10 x2=20 Marks)

Q1 Coefficient of correlation will be always

(CO3)

- a) More than 0
- b) More than - 1
- c) Less than -1
- d) Between -1 and + 1

Q2 Statistical software packages for research in Social science include

(CO3)

- a) SPSS
- b) AMOS
- c) Mini Tab
- d) All of the above

Q3 Classification of respondents only on the basis of gender is an application of

(CO2)

- a) Ordinal Scale
- b) Nominal Scale
- c) Interval Scale
- d) Ratio Scale

Q4 The statistical data in the original form before any statistical technique are used to refine, process or summarize is called

(CO3)

- a) Finished good
- b) Secondary Data
- c) Raw or Primary Data
- d) Data

Q5 The measure of location which is the most likely to be influenced by extreme values in the data set is the

(CO3)

- a) Mean
- b) median
- c) mode
- d) None

Q6 Which of the following is not a “Graphic representation”? (CO3)

- a) Pie Chart
- b) Bar Chart
- c) Table
- d) Histogram

Q7 Research is (CO1)

- a) Searching again and again
- b) Finding solution to any problem
- c) Working in a scientific way to search for truth of any problem
- d) None of the above

Q8 Which of the following is the first step in starting the research process? (CO1)

- a) Searching sources of information to locate problem.
- b) Survey of related literature
- c) Identification of problem
- d) Searching for solutions to the problem

Q9 “Controlled Group” is a term used in..... (CO1)

- a) Survey research
- b) Historical research
- c) Experimental research
- d) Descriptive research

Q10 Questionnaire is a (CO3)

- a) Research method
- b) Measurement technique
- c) Tool for data collection
- d) Data analysis technique

(Section –B)

(5x4=20 Marks)

Q.11 Explain the significance of research in modern times. (CO1)

Q.12 How do exploratory, descriptive and casual studies differ from each other? (CO1)

Q.13 Bring out the difference between primary and secondary data. (CO2)

Q.14 Define a research report and explain its purpose. (CO5)

(Section-C)

(10X3=30 Marks)

Q.15 Briefly describe the different steps involved in a research process.

(CO1)

Q.16 Distinguish the differences between parametric and non-parametric test. What is the importance of nonparametric test?

(CO3)

Q.17 “It is only through interpretation the researcher can expose the relations and processes that underlie his findings”. Explain with examples.

(CO5)

(Section-D)

(15x2=30 Marks)

Q.18 Why probability sampling is generally preferred in comparison to non-probability sampling? Under what circumstances would you recommend the following sampling designs?

(CO1)

- a) Convenient sampling
- b) Multistage sampling
- c) Quota sampling

Give an example of each one.

Q.19 A local newspaper in Dehradun wants to ascertain the extent to which the inclusion of a daily stock market page might increase its circulation. Which type of data collection would you like to propose for this? Explain the research design and the population size for the data collection for the proposed study. Prepare a questionnaire to collect the pertinent information.

(CO2)
