Duration: 2hrs
Max Marks: 80

Instructions:
1. Start each question on fresh page.
2. Figures to the right indicate maximum marks.

Q1. Answer ANY 4 of the following in 200-250 words: (4x4=16)

1. Discuss "literature Review" as a step in research process.
2. Describe the concept of hypothesis testing with null and alternate hypothesis.
3. Define Sampling, distinguish between population and sample.
4. Discuss observation as a method of Data collection.
5. Elaborate on Bibliography as an important element in research report.
6. Discuss the different types of plagiarism possible in research.

Q2. Answer ANY 4 of the following in 200-250 words: (4x4=16)

1. Describe the importance of good research.
2. Elaborate on the significance of research design as a step in research process.
3. Discuss Cluster Samplings as a method of sampling.
4. Summarise the common errors in sampling by a researcher.
5. Explain Regression Analysis as a method of data analysis.
6. Discuss Schedule as a method of Data collection.

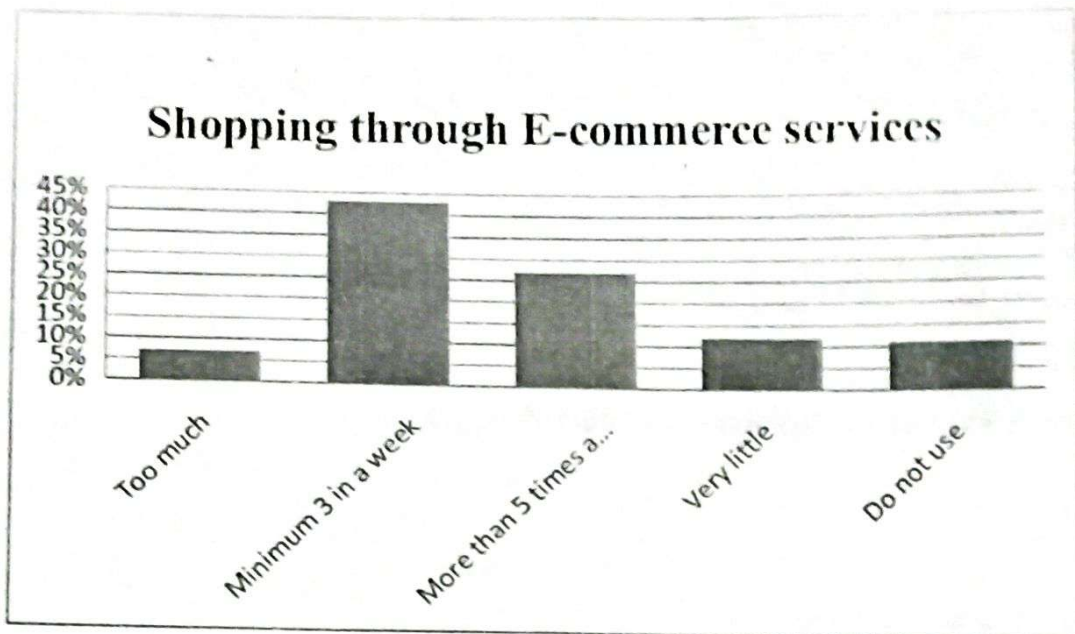**Q3. A)** Elaborate the characteristics of a good scientific business research.

OR

B) Elaborate on the different types of research available to a researcher. **(12)**

Q4. A) Discuss Non - Probability Sampling and the different types of Non - Probability Sampling techniques.

OR

B) Define Sampling Design, Discuss the steps involved in Sampling Design process. **(12)**

Q5. A) The following graph shows the frequency of shopping through E-commerce services by customers. Examine and interpret the results from the graph. **(12)**

Shopping through E-commerce services

a) How many respondents do not use E-Commerce services.

b) What does the graph show of the maximum usage of E- Commerce services.

c) What is the difference between respondents using E-Commerce "more than 5 times a week" and "very little."

d) By how much more do respondents use "E-commerce minimum 3 times a week" to those who "do not use at all".

e) Summarise the overall findings of the bar graph.

OR

B) a) Descriptive statistics of prices of two commodities, X and Y respectively for the year March 2022 are given below. Examine and comment on the descriptive statistics result:

Statistics	X	Y
Mean price	245.00	175.00
SD	13.89	17.88

b) A company tries to find the relationship between sales and advertising expenditure over a period of time with Correlation Analysis. The correlation coefficient was found to be 0.902. Comment on the correlation coefficient and the relationship between dependent and independent variable.

(12)

Q. 6. A) Describe the various types of interview methods available to a researcher.   (12)

OR

B) Define Questionnaire, Discuss the different types of questions to be included in a

questionnaire.