

Total No. of printed pages = 2

BA 172201

Roll No. of candidate

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2022

BINA CHOWDHURY CENTRAL LIBRARY
(GIMT & GIPS)
Azara, Hatkhowapara,
Guwahati - 781017

M.B.A. 2nd Semester End-Term Examination

RESEARCH TOOLS AND TECHNIQUE

(New Regulation and New Syllabus w.e.f. 2017-18)

Full Marks – 70

Time – Three hours

The figures in the margin indicate full marks
for the questions.

GROUP A

1. Choose the appropriate option (Answer all) : (10 × 1 = 10)
- (i) The objective of _____ research design is to provide insights and understanding.
- (a) Exploratory (b) Causal
(c) Descriptive (d) Both (b) and (c)
- (ii) Causal research design determines the _____ and _____ relationship.
- (a) Cause and Error (b) Cause and Effect
(c) Effect and Error (d) None of the above
- (iii) In _____ analysis, data collection is based on physical traces or evidence or of past behavior.
- (a) Content (b) Data
(c) Trace (d) Objective
- (iv) There are _____ types of itemized rating scales for measurement of attitude.
- (a) 4 (b) 2
(c) 3 (d) 5
- (v) Convenient sampling is a type of _____ technique.
- (a) Probability Sampling (b) Non – Probability Sampling
(c) Judgment Sampling (d) Snowball Sampling

[Turn over

- (vi) Primary data can be collected with the help of _____.
- (a) Survey (b) Personal Interview
(c) Observation (d) All the above
- (vii) One of the important ways of presenting primary data is in the form of _____.
- (a) Cross Reference (b) Literature Review
(c) Both (a) and (b) (d) Tabulation
- (viii) Mean, Median and Mode are
- (a) Measures of Deviation (b) Measures of central tendency
(c) Correlation (d) None of the above
- (ix) Probability sampling techniques include _____.
- (a) Random Sampling (b) Quota Sampling
(c) Snowball sampling (d) Both (a) and (b)
- (x) Which of the following variables can be expressed in terms of attitude scale?
- (a) Marital Status (b) Literature Rate
(c) Job Satisfaction (d) Both (a) and (b)

GROUP B

Answer any *four* groups of questions.

(4 × 15 = 60)

2. (a) Compare and contrast exploratory research design and conclusive research design. (7)
(b) Name the types of mechanical observation and explain how they work. (8)
3. (a) What are primary scales of measurement? Explain with an example. (7)
(b) What is a semantic differential scale? For what purpose is this scale used? (8)
4. (a) Discuss the different stages of a research process. (7)
(b) Briefly explain about the probability sampling techniques. (8)
5. (a) Discuss about the different types of literature review process. (7)
(b) Discuss about the features of focus group interview. What is a online focus group? (8)
6. (a) Discuss about the process of preparing a report. (7)
(b) Write about the guidelines of writing a report. (8)
7. (a) What are the stages of formulating a hypothesis? Explain briefly. (8)
(b) Write short notes on discriminant analysis. (7)

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