



BRAINWARE UNIVERSITY

Term End Examination 2023

Programme – B.Sc.(MRIT)-2020

Course Name – Research Methodology

Course Code - BMRIT603

(Semester VI)

Full Marks : 60

Time : 2:30 Hours

[The figure in the margin indicates full marks. Candidates are required to give their answers in their own words as far as practicable.]

Group-A

(Multiple Choice Type Question)

1 x 15=15

1. Choose the correct alternative from the following :

- (i) Statement A: Editing of data is a process of examining the collected raw data (specially in surveys) to detect errors and omissions and to correct these when possible. Statement B: Editing is done to assure that the data are accurate, consistent with other facts gathered, uniformly entered, as completed as possible and have been well arranged to facilitate coding and tabulation
- a) Statement A is true
b) Statement B is true
c) statement A is true while B is the correct explanation of A
d) Both statements are false
- (ii) I-Coding refers to the process of assigning numerals or other symbols to answers so that responses can be put into a limited number of categories or classes. II-Coding is necessary for efficient analysis. III-Coding decisions should usually be taken at the designing stage of the questionnaire
- a) I is true
b) I, II true
c) I, II, III true
d) Only I & II true
- (iii) select the good example of structured questionnaire
- a) Where only closed questions are used or the respondent has to choose from a limited set of options
b) Where an online survey tool is used to structure the questionnaire
c) Which only includes open questions
d) Where respondents are encouraged to structure their responses in whichever way they want
- (iv) Which of the following is the method of primary data collection
- a) Questionnaire method
b) Indirect oral investigation
c) Direct personal interview
d) All of these
- (v) Which data is cheaper and easy to collect ?
- a) Primary data
b) Secondary Data
c) Collective Data
d) Commulative Data

- (vi) Which of the following statements is true about the source of data?
- a) The source of data that is collected and compiled by others is known as secondary data b) The source of data that is collected and compiled by others is known as tertiary data
- c) The source of data that is collected and compiled by others is known as primary data d) None of these
- (vii) Which of the following step in the marketing research is most expensive ?
- a) Data collection b) Data Analysis
- c) Report Writing d) Tabulation
- (viii) What is the limitation of observational method of data collection?
- a) It is an expensive method b) Information provided by this method is very limited
- c) unforeseen factors may interfere with the observational task d) All of these
- (ix) Statement A: Quantitative research is based on the measurement of quantity or amount. Statement B: It is applicable to phenomena that can be expressed in terms of quantity. Statement C: Qualitative research, on the other hand, is concerned with qualitative phenomenon, i.e., phenomena relating to or involving quality or kind
- a) I is true b) II is true
- c) I, II is true d) I, II, III true
- (x) All those methods which are used by the researcher during the course of studying his research problem are termed as
- a) research methods b) Research Methodology
- c) Fundamental Research d) None of these
- (xi) Who was the author of the book named "Methods in Social Research?"
- a) Kerlinger b) Goode and Hatt
- c) CR Kothari d) Wilkinson
- (xii) Which of the following options are the main tasks of research in modern society?
- a) To learn new things b) To keep pace with the advancement in knowledge
- c) To systematically examine and critically analyze the investigations/sources with the objective d) All of the these
- (xiii) Who is referred to as the father of research on teaching ?
- a) N L Gage b) David Berliner
- c) Egon Brunswik d) Donald T. Campbell
- (xiv) Research is related to which of the following?
- a) Discovery of new idea b) Solution of problem
- c) Investigation of problem d) All of these
- (xv) Identify the characteristics of a good sample design
- a) Sample design must result in a truly representative sample b) Sample design must be such which results in a small sampling error
- c) Sample design must be such so that systematic bias can be controlled in a better way d) All of these

Group-B

(Short Answer Type Questions)

3 x 5=15

2. What is the criteria of good research? Explain. (3)
3. Write a short summary on data collection through schedule. (3)

- 4. Explain Editing in research. (3)
- 5. Define questionnaire in research. (3)
- 6. Write a summary on situation that can arise an ethical issues in the research. (3)

OR

What is the key parameter to develop a good research? (3)

Group-C

(Long Answer Type Questions)

5 x 6=30

- 7. Briefly describe the different steps involved in a research process. (5)
- 8. Describe the different types of research, clearly pointing out the difference between an experiment and a survey (5)
- 9. What are the guiding considerations in the construction of questionnaire? Explain. (5)
- 10. Distinguish between case study and case series. (5)
- 11. What is Data Processing? Explain its Operations in detail.(validation, Editing, Coding, Classification, Tabulation) (5)
- 12. Justify the Difference Between Survey and Experiment (5)

OR

Briefly describe the difference between observational and experimental data. (5)
