**NOVEMBER 2025** **72273/350C5B**

Time : Three hours Maximum : 75 marks

SECTION A — (10 × 2 = 20 marks)

Answer any TEN questions in about 30 words each.

1. Define research.
2. What is quota sampling?
3. Define research design.
4. What is hypothesis?
5. What do you mean by primary data?
6. What do you mean by survey?
7. What is nominal scale?
8. What do you mean by reliability tests?
9. What is editing?
10. What is meant by multiple regression analysis?
11. What is meant by report writing?
12. Define plagiarism.

SECTION B — (5 × 5 = 25 marks)

Answer any FIVE questions in about 200 words each.

13. Describe the objectives of Business research.

14. Explain the necessity of defining a research problem.

15. Write a detailed note on sampling and its design.

16. Discuss the significance of a research design.

17. Distinguish between an experiment and survey.

18. "Processing of data implies editing, coding, classification and tabulation. Describe in brief these four operations pointing out the research study.

19. Highlight the steps involved in preparation of report.

SECTION C — (3 × 10 = 30 marks)

Answer any THREE questions in about 500 words each.

20. Elucidate the different types of research.

21. How do you determine sample? Explain different types of probability and non-probability sampling and brief on statistics used in sample size selection.

22. What are different data collection options available to the research? Compare and contrast them in brief on ethical issues in collecting data?

23. What do you meant by multivariate analysis? Explain how it differs from bivariate analysis.

24. Explain the purpose of research report and discuss about the criteria for good research report.

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