Part A

1. Fill up the blanks
   a) Source of information for a Research worker is ________________
   b) Interpretation & analysis of data Research should avoid ____________
   c) Hypothesis must be based on sound ____________
   d) Capital structure and ratio analysis are covered in _______ of research
   e) Ex-post facto study is not an ______________
   f) __________ is the criteria of good Research problem
   g) Hypothesis is a _______________ generalisation
   h) Concept of different quantitative values are ________________

2. Match the following :-

<table>
<thead>
<tr>
<th>Column A</th>
<th>Column B</th>
</tr>
</thead>
<tbody>
<tr>
<td>a) Forms of Scientific Method</td>
<td>a) Daily problem, unexplored areas</td>
</tr>
<tr>
<td>b) Basic Research</td>
<td>b) Review of literature</td>
</tr>
<tr>
<td>c) Applied Research</td>
<td>c) Guidance System of distribution of mass consumption item</td>
</tr>
<tr>
<td>d) Exploratory Research</td>
<td>d) Einstein’s theory of Relativity</td>
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<tr>
<td>e) Source of Research Problem</td>
<td>e) For more precise investigation</td>
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<tr>
<td>f) Null hypothesis is told</td>
<td>f) Historical</td>
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<tr>
<td>g) Extraneous variable</td>
<td>g) When it is stated negatively</td>
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<tr>
<td>h) Major steps in preparing Research Design</td>
<td>h) Not affect dependent variable</td>
</tr>
</tbody>
</table>
3. Find true or false from the followings :-
   a) Reliability has to do with precision of a measured procedure
   b) Halo effect is the systematic bias
   c) Portal is not a search engine
   d) CATI is Computer Assisted Telephonic interview
   e) Independent variable and Dependent Variable has causal relationship
   f) Mode is central value of the data
   g) Median is the highest value of the data
   h) Null hypothesis is used for testing

4. State the full form of the abbreviations
   a) $H_0$
   b) $H_A$
   c) UCL
   d) ANOVA
   e) MA
   f) MANOVA
   g) SD
   h) EDA

   Part – B
   (Answer any three) (16x3=48 marks)

5. a) Distinguish between Parametric test and non-parametric test
   b) Discuss Type I error and Type II error

6. Write short notes (any two)
   a) Mean, Median, Mode
   b) Null Hypothesis
   c) Chi Square Test
   d) Exploratory Data Analysis
7. Write the difference between Phi (φ) & Cramer’s V

8. Distinguish between
   a) Regression Coefficient & Correlative Coefficient
   b) Oral and Written Reporting

9. a) What is independent variable and what is dependent variable?
   b) Briefly explain Diagram & Graph

Part C

10. Case Study

    With the sample of 100 Accounts, mean age of outstanding receivables is 52.5 days. With a standard deviation of 14; Do these results indicate the population mean might still be 50 days.

    Justify with your analysis
    (Critical test value from table is 1.66)