PART A

32 marks

Attempt all questions. Each Question carries 1 mark.

Q : 1  Select Correct Answers From the Following: 8 marks

(Write the Full answer of Your Choice and not only – a, b, or c)

A. Validity of samples depends on
   a) Accuracy
   b) Wide variations between the elements
   c) Population characteristics

B. Temperature scale is
   a) Ratio scale
   b) Ordinal scale
   c) Interval scale

C. t-test is used when
   a) Sample size n>30
   b) Sample size n<30
   c) n<30 and population standard deviation is not given

D. A measure of dispersion is
   a) Median
   b) Range
   c) Mode
E. SPSS stands for
   a) Software package for social sciences
   b) Special package for social sciences
   c) Statistical package for social sciences
F. Standard deviation is commonly denoted by
   a) Sigma
   b) Beta
   c) Alpha
G. Halo effect is
   a) A pervasive error
   b) Known error
   c) Unknown error
H. Normal distribution curve is:
   a) Skewed
   b) Symmetric
   c) Asymmetric

Q : 2 : Fill in the Blanks . (Selecting from the given choices )   8 Marks .

a) Reliability of data depends on ______________

b) ____________ is a summated rating scale.

c) Type II error is the risk of ____________

d) Binominal distribution is applicable to trials which have two mutually ____________ outcomes.

e) In ____________ sampling each and every element of the population has an equal chance of being selected in the sample.

f) OLAP stands for ________________ .

g) Chi-square test is a ________________ test.

h) ____________ helps to break complex problems into manageable parts.

Q : 3 Match the Pairs . (Write full correct pairs)   8 marks

A  Testing of hypothesis          Measure of attitude
B  Thematic apperception test consist of set of      Ogive
C  Factor analysis                  Review of literature
D  Likert scale                       Z-Curve
E  Source of research problem     Lies in the concept of ‘null’
F  Cumulative frequency curve      Average of reciprocals
G  Normal distribution                Pictures
H  Harmonic mean                    Reduction of variables
Q : 4  State True or False : 8 marks

a) Scalogram is multi-dimensional
b) Mean is measure of dispersion
c) Chi-square test is a non-parametric test
d) Validity has to do with precision of a measured produce.
e) Binomial distribution is applicable to trials which have mutually inclusive outcomes.
f) If coefficient of correlation is zero, the two variables are not related.
g) Editing of questionnaire is done with the objective of modifying the responses.
h) In linear discriminate analysis, dependent variable is product of two variables.

PART - B

(Answer Any Three Questions) 3x16 = 48 marks

Que. 5 : Explain In Short (Attempt Any Two) :

(a) Testing of hypothesis (b) Research proposal
(c) Cross tabulation (d) Systematic random sampling

Que. 6 : Distinguish between (Attempt Any Two)

(a) z-test and t-test (b) Cluster sampling and stratified sampling
(c) Parametric test and Non-parametric test (d) Type I error and Type II error

Que. 7 :

(a) Explain what are the various types of variables.
(b) Discuss the characteristics of a good research proposal.

Que. 8 : Write short note on (Attempt Any Two)

(a) Technical report writing (b) Poisson and normal distribution
(c) ANOVA and MANOVA (d) Co-efficient of skewness

Que. 9 : (A) Explain with examples the various types of scales 8 marks

(B) Discuss the precautions to be taken while designing a questionnaire. 8 marks
Q. 10 A multi-national fast food chain is planning to open chain of restaurants in metro cities in India. Before its launch, the company is planning to conduct a consumer survey to determine the following:
(a) Preferred location
(b) Consumer buying behavior
(c) Price
(d) Test and preferences
(e) Target market

As a researcher you are required to do the following:
(a) Prepare an elaborate research design
(b) Design a questionnaire for data collection
(c) Suggest suitable method for data collection
(d) Recommend statistical tools for generating meaningful information based on the collected data