

Time allowed: 3 Hours

Max. Marks: 80

NOTE: Attempt five questions in all, including Question No. 1 which is compulsory and selecting one question from each Unit.

x-x-x

I. Attempt any four of the following:-

- a) Explain Causal Research.
- b) What is a synopsis?
- c) Discuss case studies as a method of data collection.
- d) What do you mean by cluster sampling?
- e) Briefly explain selection bias.
- f) Why do we provide executive summary in a business report? (4x5)

UNIT - I

- II. Describe the various types of research design. How do they differ, and when should each be used? (15)
- III. Describe the process of conducting a comprehensive literature review. What are the key steps involved, and how does it contribute to the research proposal? (15)

UNIT - II

- IV. How do the methods of collection differ for primary and secondary data? Discuss with reference to different types of research. (15)
- V. Discuss the essential steps involved in designing an effective questionnaire. What are the key elements that contribute to the quality of a questionnaire? (15)

UNIT - III

- VI. Compare and contrast probability and non-probability sampling techniques. Provide examples of when each technique is most suitable. (15)
- VII. Discuss the role of computers in modern research. How have computers transformed data collection, storage, and analysis processes? (15)

UNIT - IV

- VIII. Explain the key differences between business reports and business proposals. In what situations would each be most appropriate? (15)
- IX. Discuss the typical structure and format of a business proposal. Why is adhering to a standard format important? (15)

x-x-x