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(May)

COMMERCE

(Speciality)

Course : 604

(Basics of Academic Project Preparation)

(New Course)

Full Marks : 80

Pass Marks : 24

Time : 3 hours

*The figures in the margin indicate full marks
for the questions*

1. (a) Fill in the blanks : 1×4=4
- (i) Research cannot proceed without
a _____.
- (ii) Questionnaire contains _____
questions.
- (iii) The numerical characteristics of
population are called _____.
- (iv) A research report is a record of
_____ activities.

(b) Write True or False : 1×4=4

- (i) Qualitative research is variables based.
- (ii) Schedule method in comparison to questionnaire method is costly.
- (iii) Checklist is a list which consists of a list of items with a place to check 'Yes' or 'No'.
- (iv) The process of examining new data to detect errors and omissions is called coding.

2. Write short notes on any *four* of the following : 4×4=16

- (a) Research Plan
- (b) Limitations of Secondary Data
- (c) Structured Interview
- (d) Sampling Error
- (e) Bibliography

3. (a) Define research. What are its features? Discuss the role of research in the following major areas : 3+5+6=14

- (i) Marketing
- (ii) Production
- (iii) Banking

Or

(b) What is research problem? What are its components? Discuss the points that are to be considered while selecting a research problem. $2+5+7=14$

4. (a) What is secondary data? What precautions would you take while using secondary data? Also distinguish between primary data and secondary data. $2+5+7=14$

Or

(b) What is interview? What are its objectives? Why is interview skill so important in conducting an interview? $2+5+7=14$

5. (a) What is questionnaire? Explain the characteristics of a good questionnaire. Also distinguish between a schedule and a questionnaire. $2+8+4=14$

Or

(b) What is sampling? What are the characteristics of a good sample? Also distinguish between census and sampling. $2+8+4=14$

6. (a) What is tabulation? What are the essential parts of a good table? Explain the requisites of a good table. $2+6+6=14$

Or

(b) What is research report? Explain the various types of research report. Mention the qualities of a good research report. $2+8+4=14$

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