

2023

Time - 3 hours

Full Marks - 80

Answer ALL questions.

Figures in the right hand margin indicate marks.

1. What is research and describe the characteristics, importance of research ? What are issues and problems in research ? [20

OR

(a) Discuss the process of research. [10

(b) Discuss the role of research in different functional areas of business. [10

2. What do you mean by sample design ? Describe various steps in sampling design and research design. [20

OR

Discuss the process of formulating hypothesis. [20

3. Explain different methods of collection of data. Examine the merits and demerits of observation method in collecting data. [20

[2]

OR

Evaluate various statistical measures used in research study.

[20

4. Explain various types of research report. What are steps involved in research report ? [20

OR

Write notes on :

[10 × 2

- (a) Footnote and Bibliography
- (b) Layout of research report