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6. (a) Compare the Focus group and Interview method of primary data collection? 6
- (b) Explain the concept of sampling. What is non-probability sampling? Discuss its techniques with suitable examples. 6
- (c) For any three of the following situations, identify the most appropriate sampling technique and justify your answers: 6
- (i) Respondents are selected at regular intervals from an ordered list.
- (ii) Participants are chosen based on the researcher's prior knowledge and expertise.
- (iii) Individuals are selected from different categories in proportion to their population size.
- (iv) Participants refer other participants for the study.
7. Write short notes on any **three** of the following. 3×6=18
- (a) Leading and loaded questions in a questionnaire
- (b) Chi-square test of independence
- (c) Types of Validity with examples
- (d) Advantages and Disadvantages of Primary Data

[This question paper contains 4 printed pages]

Your Roll No. :

Sl. No. of Q. Paper : **1382** **I**

Unique Paper Code : 2923100015

Name of the Paper : Research Methodology (DSE) (2026)

Name of the Course : **B.A. (H) Business Economics**

Semester : VI

Time : 3 Hours **Maximum Marks : 90**

Instructions for Candidates :

- (a) Write your Roll No. on the top immediately on receipt of this question paper.
- (b) Attempt **five** questions in all. Question **1** is compulsory.
- (c) **All** questions carry equal marks.
- (d) Use of simple calculator is allowed.
- (e) Clearly state any assumptions made while answering questions.
1. Answer any **four** of the following in about **40-50** words each. 4.5×4=18
- (a) Reliability and Validity of a research instrument.
- (b) Differentiate between Constant Sum and Paired Comparison scale with examples.
- (c) Why is it important to sequence questions properly in a questionnaire?

- (d) When is a paired samples t-test preferred over an independent samples t-test? Give one example.
- (e) What are the various biases in survey research? Discuss.
- 2.** (a) Explain the concept of research design and discuss its importance in conducting a research study. Also describe the types of research design. 6
- (b) Distinguish between Quantitative and Qualitative research. 6
- (c) Discuss the concept of Sampling? What are sampling and non-sampling errors? On what factors does the size of the sample depend? 6
- 3.** (a) A company wants to analyse the factors affecting consumers' choice of e-commerce platforms. Design a structured questionnaire for this purpose. 10
- Your questionnaire should include:
- (i) an appropriate introduction
- (ii) demographic questions
- (iii) at least three different types of questions and suitable measurement scales.
- (b) State which primary scale of measurement should be used to record the following variables. Also mention the mathematical operations that would be possible on the variables. 8
- (i) Customer satisfaction levels (very satisfied, somewhat satisfied..)
- (ii) Jersey numbers of players in a football team
- (iii) Weight of individuals in kgs
- (iv) Temperature measured in Celsius.

- 4.** (a) A researcher aims to examine whether the average weekly study hours differ among students from three different streams: Arts, Commerce, and Science. 8
- (i) Formulate a clear research question. State the null and alternative hypothesis.
- (ii) Identify the appropriate statistical test to analyse this situation and justify your answer.
- (iii) Mention the assumptions required for applying this test.
- (iv) Suggest a non-parametric alternative if the assumptions are violated.
- (v) If the result indicates that there is difference in the average study hours across the three streams, how can we find out which two streams average is actually different?
- (b) A company wants to understand public perception of its new electric vehicle (EV). Construct a Likert and a Stapel scale with five statements each. Each statement should measure a different dimension. 10
- 5.** (a) A researcher fails to review previous studies properly. What problems may arise? How should literature review be improved? 6
- (b) What is meant by plagiarism? Explain different types of plagiarism and suggest ways to avoid it. 6
- (c) Explain the concept of citation and referencing. Why are they essential in academic writing? 6