

(24) SARDAR PATEL UNIVERSITY

M.S.I.I. Examination, IInd Semester

Thurs Day Date 21.11.2013

Session: Morning / Evening Time : 10:30 am to 01:30 pm

Subject/Course Code : PAO2CHSWO4 / Paper No. -

Subject/Course Title: Statistical Application and Report Writing

Total Weightage/Marks : 70

Q 1 Multiple choice questions:

(10)

1. "Research is a systematized effort to gain new knowledge" ____ is the definition given by

- (a) Redman and Mory (b) Oxford dictionary (c) Clifford Woody (d) C. Luice

2. This type of research deals with facts and figures

- (a) Qualitative Research (b) Quantitative Research (c) Scientific Research (d) All of them

3. ____ type of research deals with opinions and attitudes.

- (a) Qualitative Research (b) Quantitative Research (c) Scientific Research (d) none of them

4. ____ is the example of Qualitative Research

- (a) Questionnaire (b) Interview Schedule (c) Schedule (d) Case Study

5. ____ is not the step of research process

- (a) Data Collection (b) Review of Literature (c) Data Analysis (d) Problem Solving

6. ____ is not the step of Sample Design

- (a) Type of Universe (b) Sampling Unit (c) Size of Sample (d) All of them

7. ____ is the measurement scale

- (a) Nominal (b) Ordinal (c) Interval (d) All of them

8. Word association test is the example of ____

- (a) Projective Technique (b) Consumer Panel (c) Store audits (d) All of them

9. ____ is the positional average and is used only in the context of qualitative phenomena.

- (a) Mean (b) Median (c) Mode (d) All of them

10. ____ is the most commonly occurring value in the series.

- (a) Mean (b) Median (c) Mode (d) All of them

Cont...

Q2 Answer the following question in detail. (Any 1)

(15)

Enlist the steps of Research Proposal and explain it with examples.

OR

Explain the techniques and tools of data Collection

Q 3 Answer the following question in detail. (Any 1)

(15)

Define and Explain qualitative and quantitative Research with appropriate illustrations.

OR

Explain the levels of measurement in Research with relevant examples.

Q 4 Answer the following question in detail. (Any 1)

(15)

Define and explain the need of statistics in Research.

OR

Explain the measures of central tendency in Research

Q 5 Short Notes: (Any 2)

(15)

- 1) SPSS
- 2) Research Proposal
- 3) Observation
- 4) Case Study

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