Date: 02-05-2025   Dept. No.   Max. : 100 Marks
Time: 09:00 AM - 12:00 PM

Section A

Answer ANY FOUR of the following: (4x10=40)

1. What are the characteristics of a good research?

2. Bring out the challenges faced by researchers in India.

3. Distinguish between Primary Data and Secondary Data.

4. What are the merits and demerits of collecting data using Google Forms?

5. Briefly explain the significance of research design.

6. Highlight the key factors to be considered in preparing a bibliography.

7. Briefly explain the parametric and non-parametric tests used in research.

8. What are the various sources of literature that can be reviewed to identify the research gap?

Section B

Answer ANY THREE of the following: (3x20=60)

9. Enumerate the various types of research used in Social Science.

10. Prepare a detailed questionnaire to collect insights on Consumer Preferences towards leading FMCG brands in India for a marketing research study.

11. Discuss the contents of a Research Report.

12. Explain the different kinds of sampling methods with suitable examples.

13. Describe the process of developing a research proposal.

14. Explain the sources of collecting primary and secondary data.

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