

Part B

5 x 6 = 30

Answer All questions

Each answer should not exceed 400 words or two pages

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| 11. a. Explain the nature of research. | CO1K1 |
| (or) | |
| 11.b. Write short note on ethics in business research. | CO1K2 |
| 12. a. Explain the importance of research design. | CO2K3 |
| (or) | |
| 12. b. Explain processing and analysis of data | CO3K3 |
| 13. a. Define and explain the characteristics of good sampling. | CO2K3 |
| (or) | |
| 13. b. Write short note on Censes Vs Sample. | CO3K2 |
| 14. a. Explain the procedure to framing good questionnaire. | CO4K3 |
| (or) | |
| 14.b. Write short note on mail survey. | CO4K2 |
| 15.a. Discuss the layout of report. | CO5K1 |
| (or) | |
| 15.b. What are the various statistics in research? | CO5K1 |

Part C

5 x 12 = 60

Answer ALL questions

Each answer should not exceed 800 words or four pages

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| 16. a. Briefly explain the qualities of a good research. | CO4K2 |
| (or) | |
| 16. b. Difference between survey and observation. | CO2K3 |
| 17. a. Discuss briefly about the research process. | CO2K2 |
| (or) | |
| 17.b. Explain the types of research. | CO3K2 |
| 18.a. How to formulate and testing hypothesis? | CO4K3 |
| (or) | |
| 18.b. Differentiate probability sampling and non-probability sampling | CO4K3 |
| 19. a. What are the various types of interview? | CO2K3 |
| (or) | |
| 19. b. Elaborate the types of data collection. | CO4K2 |
| 20. a. Draw the graphical representation of results. | CO3K3 |
| (or) | |
| 20.b. What are the precautions to be followed in writing a good research report? | CO5K2 |