Year - April 2024

MSC - IT

SEM - I

No. of pages - 01

(1)

MSC - IT, (NEP 2020)

Sem - I

(2 hours) **[Total Marks: 50]**

N B (1) **All** questions are **compulsory**.
(2) Make **suitable assumptions** wherever necessary and **state the assumptions** made.
(3) Answers to the **same question** must be **written together**.
(4) Numbers to the **right** indicate **marks**.
(5) Draw **neat labeled diagrams** wherever **necessary**.
(6) Use of **Non-programmable** calculators is **allowed**.

1. Attempt *any two* of the following: **10**

a. Define marketing orientation and product orientation. Under which strategic orientation is there a greater need for business research and why?
b. Compare the advantages and disadvantages of conducting door-to-door, mall-intercept and telephone interviews.
c. Explain briefly about sampling techniques
d. What is the purpose of editing? Give some examples of questions that might need editing.

2. Attempt *any two* of the following: **10**

a. Define Problem Definition. Enumerate the steps of the research process.
b. Compare and contrast Quantitative vs Qualitative techniques.
c. Define ethics and explain how it applies to business research.
d. Discuss the advantages and disadvantages of secondary data.

3. Attempt *any two* of the following: **10**

a. What is a survey? List advantages of conducting survey research.
b. What is focus group interview? Explain its advantages in qualitative research.
c. Compare and contrast cross sectional study with longitudinal studies
d. Describe the major types of mechanical observation.

4. Attempt *any two* of the following: **10**

a. List three criteria for good measurement. Distinguish various levels of measurement
b. What is attitude measurement? Explain different scales in it.
c. Describe the guidelines for questions to avoid mistakes in questionnaire design.
d. Discuss how to choose an appropriate sample design, as well as challenges for Internet sampling.

5. Attempt *any two* of the following: **10**

a. Describe Type I and Type II errors.
b. Explain the hypothesis testing procedure.
c. Write a short note on multiple regression analysis.
d. What is a chi-squared test. Explain steps to calculate it.

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