MARKS : 75

DURATION: 2.5 Hrs

Library Kandivali (E)

Note: i)All Questions are compulsory
ii) Figures to the right indicate full marks

Q1) Aresearcher wants to conduct a research on growth of 'Yoga Tourism' in India. Suggest three probability and three non-probability sampling methods that can be considered for actual data collection. Give reasons for the consideration of your sampling method. (15)

OR

Q1) 'Research is a well thought of process which involves many steps'. With respect to the given statement describe the various stages in the research process? (15)

Q2. a) What is research? What are the basic objectives are of research (8)
b) Bring out the difference between qualitative and quantitative research. (7)

OR

c) What is a hypothesis? Why is it important in a research study? (8)
d) What is a research design? What is the role of extreneous variable, control groups and dependent and independent variable in a research design? (7)

Q3. a) Illustrate the ways in which Primary Data can be collected. (8)
b) Describe the various types of measurement scales available for analyzing data. (7)

OR

c) What are the different types of interview method to collect data? (8)
d) Write a short note on processing of data. (7)

OR

Q4. a)Briefly explain the scope of research in advertising. (8)
b) Write a note on Barthes primary and secondary level of significance (7)

OR

c) What is semiotics? Explain the meaning of signifier and signified with relevant example. (8)
d) Elaborate the design of a research report. (7)

Q5 Write short notes on **ANY THREE**of the following. (15)
a) Schedule
b) Ethnography
c) Content analysis
d) Literature review
e) Tabulation

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