



SHRI VISHWAKARMA SKILL UNIVERSITY

(A State Skill University, setup by an Act of Legislature in 2016)

188073

Course : PG Diploma in Public Health
Subject : Research Methodology
Subject Code : ZBSE-302
Semester : First
Duration : 3 Hours
Maximum Marks : 70

Instructions to the Students

1. This Question paper consists of two Sections. All sections are compulsory.
2. **Section A** comprises 10 questions of objective type in nature. All questions are compulsory. Each question carries 2 marks.
3. **Section B** comprises 8 essay type questions out of which students need to do any 5. Each question carries 10 marks.
4. Read the questions carefully and write the answers in the answer sheets provided.
5. Do not write anything on the question paper.
6. Wherever necessary, the diagram drawn should be neat and properly labelled.

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SECTION -A (OBJECTIVE TYPE QUESTIONS)

(10x2=20 Marks)

1. Write short notes on the following:
 - a) Experimental and Control Groups
 - b) Extraneous Variables
 - c) Null vs. Alternate hypothesis
 - d) Interval scale
 - e) Construct validity
 - f) Challenging in conducting research
 - g) Dependent vs. Independent variables
 - h) Focussed interviews
 - i) Questionnaire vs. schedule
 - j) Qualitative vs. quantitative research

SECTION -B (ESSAY TYPE QUESTIONS)

(5x10=50 Marks)

2. Differentiate between research methods & research methodology? Explain the various steps involved in research process.
3. Why research objectives are formulated? Discuss the steps in framing the objectives. What precautions should be taken while designing the research objectives?
4. How descriptive research is conducted? Discuss the advantages of descriptive research design.
5. In which situation, observation technique is used for data collection? Discuss the different observation techniques with their merits and demerits.
6. Describe the various scaling techniques for attitude measurement.
7. What cautions a researcher should take before using secondary data? Discuss some sources for obtaining secondary data.
8. Explain the format of research report and the various steps involved in writing a research report.
9. How ethical issues emerge in business research. What ethical problems a marketing researchers face in designing and conducting field studies.

-----End of Paper-----