

**PARUL UNIVERSITY****Bachelor of Design Winter 2022 - 23 Examination****Semester:7****Subject Code: 18102409****Subject Name: Research Methods****Date: 30-9-2022****Time: 10:30AM TO 12:30PM****Total Marks: 40****Instructions**

1. All questions are compulsory.
2. Figures to the right indicate full marks.
3. Make suitable assumptions wherever necessary.
4. Start new question on new page.

**Q.1 A) Fill in the blanks. (1 mark for each item)****(20)**

1. A \_\_\_\_\_ is “a smaller (but hopefully representative) collection of units from a population used to determine truths about that population”.
2. \_\_\_\_\_ is to study accurately the characteristics of a particular individual, situation, or a group-includes survey.
3. \_\_\_\_\_ is to test a hypothesis of a causal relationship between variables.
4. The \_\_\_\_\_ is an outline of the overall data collection and analysis strategy that will be used to implement the research cycle
5. \_\_\_\_\_ is a systematic effort to gain new knowledge
6. \_\_\_\_\_ is a means of gathering data without a physical presence in the data collection location and without direct, in-person contact with the population of interest
7. \_\_\_\_\_ sampling is an example of 'two-stage sampling'.
8. A \_\_\_\_\_ sampling scheme is one in which every unit in the population has a chance (greater than zero) of being selected in the sample, and this probability can be accurately determined.
9. The purpose of analyzing data is to describe and summarize the data
  - A. True
  - B. False
10. A numerical scale is: where numbers represent the possible response categories
  - A. True
  - B. False
11. Mixed Methods consider only qualitative methods to collect and analyze the data.
  - A. True
  - B. False
12. Write it in points  
The structured survey approach includes:

13. Secondary Research includes published surveys and/or interviews with potential audience groups, together with the analysis of a range of successful visual communication strategies within a similar context

- A. True
- B. False

14. \_\_\_\_\_ research is the investigation of a practical problem.

15. Define population

16. \_\_\_\_\_ analysis is the process of bringing order, structure, and meaning to the mass of collected data.

17. Mean, \_\_\_\_\_ and mode are different kinds of 'average' and can have very different answers for the same set of data.

18. \_\_\_\_\_ analysis is the most accurate type of data analysis

19. Graphical Representation is a way of analyzing \_\_\_\_\_ data.

20. A \_\_\_\_\_ graph or chart is a way to represent data by rectangular column. The height or length of the column is proportional to the values.

**Q.2 Answer the following questions in brief (Any five out of six)**

**(10)**

1. What factors to consider when choosing one research method over another?
2. What is Non-Probability Sampling?
3. What are the Steps involved in research?
4. When to use the Qualitative research method?
5. When to use the Quantitative research method?
6. What are the key components involved in Designing a methodology?

**Q.3 Answer the following questions. (Any 2 out of 3)**

**(10)**

1. Difference between qualitative and quantitative research methods?
2. What are the Different types of Diagrams used in the visual representation of research data?
3. Describe in brief A research report?