



**Q.1. Give short answers of the following:**

**(15x2=30)**

1. Quota sampling
2. Common method biases
3. Ethics in research
4. Sample size
5. Probability sampling
6. Latent variable
7. What is simple t-test
8. What is Likert scale
9. Applied research
10. Questionnaire based survey
11. What is literature review
12. When to use regression
13. Define business research
14. Convenience sampling
15. What is cluster

**Answer the following questions.**

**Q-2: Why measuring scale in research must be reliable and valid? Discuss various types of validity? (4+6)**

**Q-3: Discuss the steps involved in research methodology? (10)**

**Q-4: Write a note on ‘Ethics in research’? discuss with examples. (10)**