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Answer Script Details
Barcode 10453800

Roll No. 24020000006
Total Mark 41/75.00

Exam MA-III_ODD_EXAM_NOV_2025
Subject A520902T - Research Methodology II

Question wise Mark Summary

Q.No Mark Q.No Mark Q.No Mark Q.No Mark

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1B 3/5

1C 2/5

1D 2/5

1E 2/5

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1H 3/5

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Sec-C

Ans 7 - Data can be collected in two ways :

- 1- Primary Data
- 2- Secondary Data

* Primary Data : The data which is collected for the first time and is not used by anyone else before, in simple words; the data which is fresh and completely new is known as Primary data.

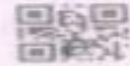
Primary data can be collected by four major ways :

- 1- Observation Method
- 2- Interview Method
- 3- Questionnaire Method
- 4- Data through Schedules

⇒ Observation Method : This method involves the careful observation, listening, reading and recording of data. The observer should be experienced and should be very active while observing.

The observation method is generally used in the studies of - Behavioral Pattern

This method is very costly as it requires



a very experience person for observation.

* This type of Data is generally being collected by scientists who are observing the behaviour of any particular animal.

* Some Examples are — Observing the behaviour of a particular breed of Dog or Butterfly.

⇒ Interview Method: In interview method the respondent and the interviewer sit Face-to-Face with a set of Particular Question and there is exchange of information between them.

Interview Method can be classified in four parts:

- Structured Interview: In structured interview there is a set of Particular Question and very less flexibility is given.
- Unstructured Interview: In this type of interview there is no particular set of questions and a very flexible environment is given to respondent.

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- Focused Interview: Focused Interview is done on a specific Topic / Set of Topics. Almost these are non-flexible interviews. The interviewer gets very deep insights about any topic in the focused interview.
- Clinical Interview: Clinical Interviews are generally conducted by Counselors or Psychologists who study the behaviour pattern of their respondent.
- Telephonic Interview: In telephonic interview the interviewer simply calls to the respondent. This method is very cost effective and the interviewer can recall to the same person for any query.
- ⇒ Questionnaire Method: It is a method in which a set of Questions are written on a paper or on a form and it is given to the respondent to fill.
- # This method is generally used for Customer Feedback or Service Feedback by Private Organizations, Restaurants and even in Government Libraries.



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This method was also earlier used and mails (by posts) were sent to the respondent, and then they give feedback and returned.

This method is cost effective but the time is so much consumed.

Now, days E-Mails are sent which has made it most cost effective.

→ Data through Schedules: Schedule is almost like a questionnaire but here the respondent only answers the question & the form is filled by an Enumerator.

Enumerator asks the question & fills the answers which is a little bit costly because, he/she should be experienced.

The time consumption is very low.

This method is also useful in collecting the data from those individuals who are not much educated as it is filled by the enumerator itself.



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Sec = B

Ans 3 - Questionnaire Method of Data Collection :

In the Questionnaire method the researcher had a set of questions which is written on paper of or any form; and is given to the respondent to fill.

This Questionnaire method is generally used to get the Customer Satisfaction Feedback and used by Private Organisations, Government Libraries, Restaurants, Showrooms etc.

Some of the Merits of Questionnaire Method of Data Collection :

- # This method of data collection is very cost effective as only the form or the paper has to be made and the questions had to be written on it and all the things are done by respondent.
- # This method  helps organizations to rectify their problems from the organization by getting pivotal information from the customers.
- # Earlier it was to be sent through mails (by postal mail) but now it is



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being send through E-mails which not only saves money but also save trees.

- # This method gives proper time to the respondent to give the answers to the questions as, the respondent can fill the form when he/she is free.
- # Customer / Respondent do not hesitate in writing answers so this method helps us to get most accurate data as generally respondent writes the answers in his home where he/she is free from any external force.
- # Here in this method the researcher simply gives the Questionnaire to the respondent so the data which is collected is free from any Bias of the researcher.

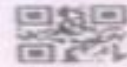
Some of the Demerits of the Questionnaire Method of Data Collection :



- # This method is very **time consuming** as it does not bound the respondent for timing, when the respondent is free then he gives the form back, even after giving so many reminders the data is not achieved on time.
- # The Questionnaire method has a very **low rate of return**.
- # In this method of data collection the respondent must be **educated** and should have a sound knowledge of a particular question which is being asked in the questionnaire.
- # If the respondent does not have proper knowledge he gives the data in the **obscurity**.
- # The data such obtained is sometimes full of **biasness** of the respondent.
- # **Conclusion**: The Questionnaire method is one of the best method of data collection but it also has many limitations with it, if it is compared by schedule, it is not that much reliable, although it is cost effective.



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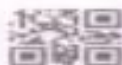
Sec - A

Ans (a) - • In the Research Methodology Scaling plays a very vital role in ordering and analysing of data.

- Some times the data is covered in qualitative form so it has to be transferred into quantitative form, with the help of scaling.
- Scaling helps us to get an average or overall view from above of the particular data.
- By scaling we get deep insights about the frequency of any phenomenon, event or a product. This helps the researcher to understand the topic which he/she is looking into.
- Scaling helps the researcher to summarize or consolidate the vast data acquired in the understandable format.
- Scaling of Data helps in saving of the time of researcher as it orders the given data in proper format.

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Ans (b) - Measurement in research mean converting the 'Qualitative' Data into 'Quantitative' Data by assigning Numbers to it.

→ Like in any Customer feedback form 5 options are given like - Very bad, Bad, Good, Very Good and Excellent. These all are qualities and writing it is a huge task.

→ So one can assign numbers to it like

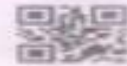
- * Very bad can be assigned as - 1
- * Bad can be assigned as - 2
- * Good can be assigned as - 3
- * Very Good can be assigned as - 4
- * Excellent can be assigned as - 5

→ By assigning the Quality to a Number it helps the researcher to write the data and even for analysing the data later.

→ Similarly, height, weight, softness, hardness, etc. also be assigned with numbers to make the maintaining of data easy & effectively.



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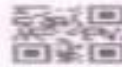
Ans (c) - Secondary Data →

- The data which is already been used or the data which has already been passed through a Statistical Analysis is called Secondary Data.
- The books, magazines, Journals etc which is published from any Publication or by any organization whether Private or Government is Secondary Data.
- The Research Papers published by the University or by the professors or Scientists are also secondary data.
- Secondary data is also a very reliable data. It should be published from any credible organization.
- The daily newspapers we read is also a secondary data.
- This data helps to us in day to day life, actually we can say that we are so much surrounded by secondary data or information.

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Ans (d) - Schedule Interview →

Schedule Interview is a type of Personal Interview in which a Particular Set of Questions are prepared by the Researchers to be asked by the respondent.

This type of Interview is not very much flexible in nature, although a little flexibility is given by the researcher.

The demerit of this type of interview is that sometimes the respondent is not much aware of the topic so he generally respond in obscurity.

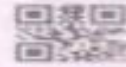
The situation also matters, sometimes the respondent get anxious or nervous in such setup, as scheduled interviews are recorded properly, so some times the respondent is not comfortable in such environment.

This interview is related to a particular Topic / Set of Topics.





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Ans (c) - Data is referred to the information which is being collected by the researcher from the respondent from various data collection methods in the Research Methodology.


Data collected from the respondent can be classified in two forms:

⇒ Raw Data: Raw data is the data which is collected from the respondent as it is and no calculation is being done on it; it can also be said as Primary Data.

This type of data is generally registered in a rough register.

⇒ Structured / Classified Data:

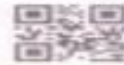
Structured data is as the name suggests is a structured format of the raw or primary data collected.

The primary data is structured so that it can be easily understandable by any one  later.

It is classified by using Bar Charts, Pie Diagrams, Histograms etc.



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Ans (g) - Analysis of Data →

When the raw data is collected or primary data is collected it is then being analysed by the researcher. The researcher analyses that data and converts it into understandable format.

The analysis can be done and the data then can be transmitted into structured format by using the Central Tendencies (Mean, Median, Mode).

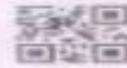
This data is then can be converted into even more understandable way like in Pie Charts, Bar Graphs, Histograms.

The big Private Organizations even publish their data in the form of Pie Charts and Histograms.





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Ans (h) - There are Four types of Scales used in Research Methodology

Nominal Scale: As the name suggests, in this scale we assign name but in the form of numbers. This is the most basic scale or we can say least powerful scale.

Eg. The Numbers on the T-shirts of Cricket / Basket ball players.

In the Nominal Scale the Numbers do not hold any value in themselves, infact they are just Names.

We can not use Mathematical Expression in nominal scale.

Ordinal Scale: This scale orders the the data into ascending of descending order. We can provide rank in this.

Eg. The rank in the Classroom of school
rank 1, 2, 3, 4, 5
we set the order, we can even set inequality in it. Like Rank 1 > Rank 4 etc.

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Interval Scale: As the name suggests this scale has equal intervals along the whole scale, and these intervals are equal in gaps.

Eg's The Centimeter Scale, The Temperature Scale

We can use inequality in this & even do addition (+) & subtraction (-). Like we can say $\rightarrow 5\text{cm} > 1\text{cm}$ or $5\text{cm} + 3\text{cm} = 8\text{cm}$

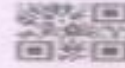
Ratio Scale: In this scale we can perform any mathematical operation in this whether (+), (-), (\times), (\div)

Eg's The length, weight, height etc are set in the ratio scale

Ratio scale has an Absolute Zero but it does not comprise of any negative number



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Ans (i) - Statistic plays a very vital role in the research as it helps the researchers to conclude the data into simpler form.

The Use of Central Tendencies in Statistics like (Mean, Median, Mode) helps the researcher for getting an overall information about the research.

- ⇒ Mean : It is the arithmetic middle number of any data
- ⇒ Median : It is the middle number of the data which is arranged in ascending or descending order.
- ⇒ Mode : It gives the highest frequency.





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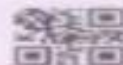
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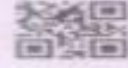
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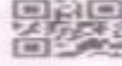


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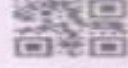


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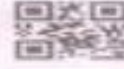
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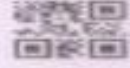


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