



WEST BENGAL STATE UNIVERSITY
B.A./B.Com. Honours 6th Semester Examination, 2025

ASPACOR14T-ADVERTISEMENT AND SALES PROMOTION (CC14)

RESEARCH METHODS AND PROJECT WORK

Time Allotted: 1 Hour

Full Marks: 25

*The figures in the margin indicate full marks.
Candidates should answer in their own words and adhere to the word limit as practicable.*

GROUP-A

Answer any five questions from the following

2×5 = 10

1. Mention two types of Research.
2. What do you mean by Pilot Survey?
3. What is non-sampling errors?
4. Write a note on 'Likert Scale'.
5. What do you mean by Primary Data?
6. How will you treat the missing data?
7. State any two reasons why sampling is used in the context of research studies.
8. Mention two limitations of the Test of Hypothesis.

GROUP-B

Answer any three questions from the following

5×3 = 15

9. Distinguish between Research Method and Research Methodology.
10. Explain the meaning and significance of a Research design.
11. Discuss the advantages of Sampling in research.
12. Explain the criteria of goodness of a measurement scale.
13. What are the guiding considerations in the construction of questionnaire?
14. "Report writing is more an art that hinges upon practice and experience".—
Discuss.

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