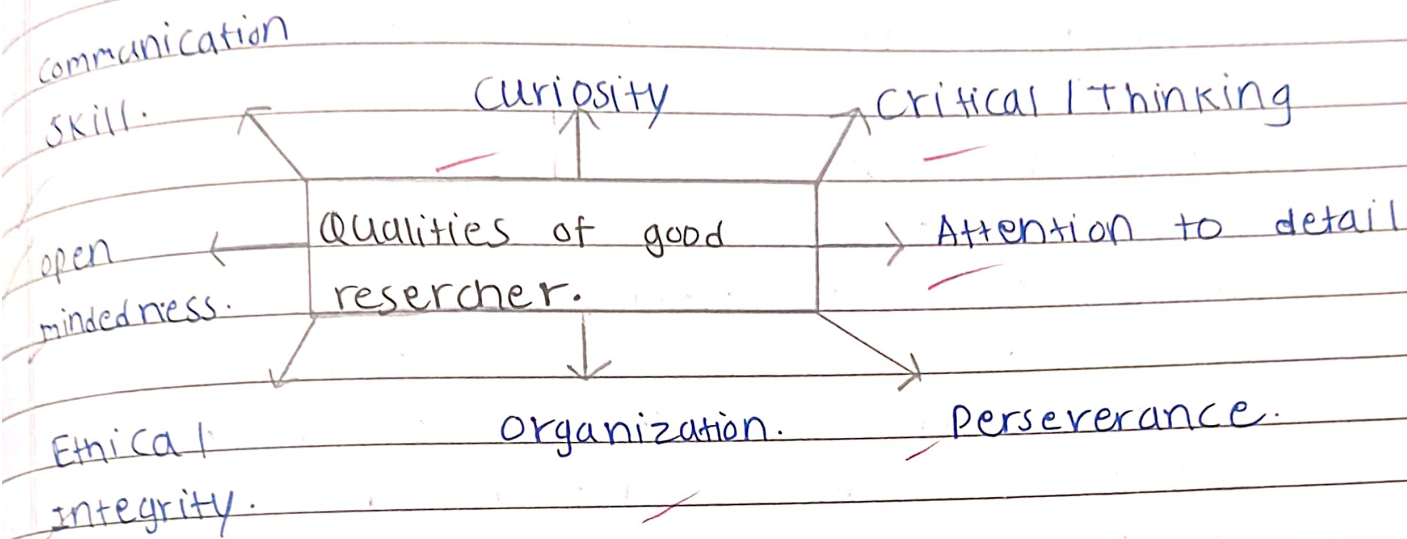


Surprise Test

1) Elaborate the qualities of good researcher.



1) Curiosity :- A good researcher is inherently inquisitive seeking to uncover new knowledge.
e.g. A biologist, curious about declining bee population, initiates a study to investigate the role of pesticides, leading to ground-breaking insights on environmental impact.

2) Critical Thinking :- This involves evaluating information logically to form sound judgements.
e.g. A sociologist analyzing survey data on unemployment might question outliers, discovering they stem from a data entry error, thus ensuring accurate conclusions.

3) Attention to Detail :- precision in observation & recording is crucial.



e.g. In a pharmaceutical study, a researcher meticulously notes a participant's rare side effect, which later helps identify critical drug interaction.

4) Perseverance :-

Overcoming obstacles is key to success.

Example :- An engineer working on a solar panel design persists working on a solar panel design through multiple failures, eventually developing a more efficient model after years of trials.

5) Organization :-

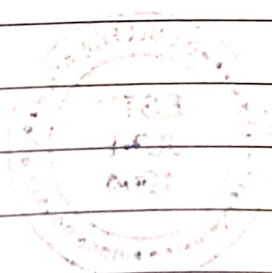
Effective management ensures smooth progress.

Example :- A historian organizing archival documents by date & theme can efficiently trace the evolution of a political movement over decades.

6) Ethical Integrity :-

Adhering to moral standards builds trust.

Example :- A psychologist conducting a mental health study ensures all participants give informed consent, protecting their rights & enhancing research credibility.



open mindedness :-

willingness to accept new ideas prevents bias.

Example :- An astronomer reconsiders a rejected theory about black holes after new telescope data emerges, contributing to a major scientific discovery.

Communication skills :-

clear dissemination of findings maximizes impact.

Example :- An environmental scientist presents climate change data with simple visuals to a community group, inspiring local conservation efforts.



2) Explain importance of sampling in business research.

- 1) Cost effectiveness.
- 2) Time efficiency.
- 3) practicality.
- 4) Accuracy & Reduced errors.
- 5) Resource optimization.
- 6) Feasibility in destructive testing.
- 7) Generalizability of results.
- 8) Ethical considerations.
- 9) Statistical Reliability.
- 10) Flexibility in research.

1) Cost effectiveness:-

conducting a study on an entire population is often expensive & time-consuming.

Sampling reduces cost by allowing researchers to gather data from a smaller manageable group.

2) Time efficiency:-

collecting data from an entire population can take a long time, especially if the population is large or geographically dispersed.

Sampling speeds up the research process, enabling quicker analysis & decision-making.

3) practicality :-

Some populations are too large or too inaccessible (e.g. all customers of a global company, all trees in forest).

Sampling makes research feasible when studying the whole population is impossible.

4) Accuracy & Reduced errors :-

A well designed sampling method, (e.g. random sampling) can provide highly accurate results.

proper sampling reduces non-sampling errors (e.g. data collection mistakes) compared to a full census.

5) Resource optimization :-

Limited resources (manpower, budget, equipment) make sampling necessary.

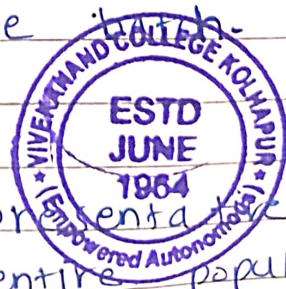
Researchers can allocate resources to a representative sample.

6) Feasibility in Destructive Testing :-

In fields like quality control (e.g. testing food products, pharmaceuticals, or materials). Sampling is essential because testing every item would destroy the entire batch.

7) Generalizability of Results :-

If the sample is representative, findings can be generalized to the entire population. proper sampling techniques help ensure.



representativeness.

8) Ethical considerations :-

In medical or psychological research testing an entire population may be unethical. Sampling minimizes risk by involving only a selected group.

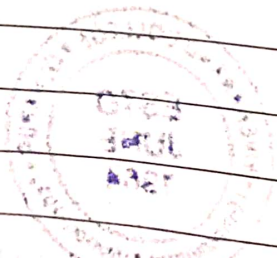
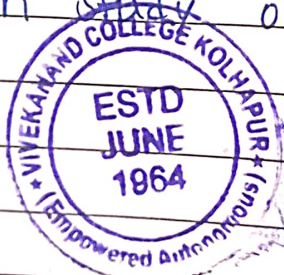
9) Statistical Reliability :-

With the right sample size & techniques statistical analyses becomes reliable.

The Central Limit Theorem supports the use of sample data to estimate population parameters.

10) Flexibility in Research :-

Different sampling methods allow researchers to choose the best approach based on study objectives.



BRM - Surprise Test

GoodLuck

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Manasi Prakash Bavadekar

Bavadekar

Radhika Nitin Jadhav

Radhika

Shreya Shamrao Patil

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Devika Ramchandra Bhosale

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Komal Arvind Apate

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