

OCTOBER 2011

**P/ID 77507/
PMBG/PMB1G**

Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions.

All questions carry equal marks.

1. Describe the objectives of research.
2. Enumerate formulation of hypothesis.
3. Describe exploratory research.
4. Define — sampling unit, Universe.
5. Describe parametric tests.
6. Define frequency table.
7. Enumerate the use of charts in a research report.
8. Describe technical proposal.

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions.

All questions carry equal marks.

9. Explain the applications of research in management.
10. Explain various designs of experimental research.

11. Explain different methods under non-probability sampling.
12. Explain various data analysis packages used in computers.
13. Multivariate analysis portrays the research finding better than univariate and bivariate analysis — Discuss .
14. Explain the process of coding with example and explain the importance of coding.
15. Explain the format of the research report.
16. Explain the aspects effective communication strategies in organizing a seminar/conference.

PART C — (20 marks)

Compulsory

17. Prepare a research proposal to understand the impact of economic policy changes on the sales of consumer goods.