

MAY 2013

P/ID 77801/PMBSB

Time : Three hours

Maximum : 100 marks

SECTION A — (5 × 6 = 30 marks)

Answer any FIVE questions.

1. Discuss the differences between Normal and Poisson distribution.
2. What is uncertainty in decision making?
3. Enlist the objectives of business research.
4. What are the different sources of secondary data?
How will you collect it?
5. Explain editing and coding of data.
6. Discuss about two factor analysis of variance.
7. What is the difference between marginal revenue?
Where these are used?
8. What are the precautions a researcher has to consider before conducting an investigation?

SECTION B — (5 × 10 = 50 marks)

Answer any FIVE questions.

9. Explain the term probability. Where this concept is used in business?
10. What are the risks involved in decision making? How will you solve them?
11. Explain different types of scaling techniques and their uses.
12. Where do you use cluster analysis? Give examples.
13. Discuss the different methods of collecting primary data.
14. Explain factor analysis. Where they are used? Give an example.
15. What is consumer surplus? How it is different from producer surplus?
16. Enlist the differences between academic and business report.

SECTION C — (1 × 20 = 20 marks)

(Compulsory)

17. A research agency is planning to conduct a survey regarding "Students Attitude towards facebook". They want to collect data from engineering students across Tamilnadu. The sample size is 1000. Prepare a sampling plan using probability sampling technique.
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