

MAY 2014

P/ID 77801/PMBSB

Time : Three hours

Maximum : 100 marks

SECTION A — (5 × 6 = 30 marks)

Answer any FIVE questions.

1. Explain the concept of Bayee's theorem.
2. Discuss the applications of decision tree.
3. Enumerate different types of research.
4. How will you determine sample size for known population and unknown population?
5. What is multiple regression analysis?
6. Explain the situations where cluster analysis can be used.
7. What is consumer surplus? How will you calculate this?
8. List out the components of research report.

SECTION B — (5 × 10 = 50 marks)

Answer any FIVE questions.

9. Differentiate between Binomial, Poisson and Normal Distribution.
10. Explain Hurwitz and Laplace criteria in business decision making.

11. Explain in detail the different methods of collecting primary data.
12. What is hypothesis testing? How will you do this?
13. What is ANOVA? Explain its uses in analysing data with an example.
14. Explain in detail the difference between chi-square test and correlation test.
15. Differentiate between Differentiation and Integration.
16. Enumerate the guidelines for writing a business report.

SECTION C — (20 marks)

Compulsory

17. A leading advertising agency has been assigned a task of conducting survey by its major client. The client is a popular private channel. That channel telecasts a serial based on the college students and focuses on their students life in a college. You have to design questionnaire to find out the attitude of public towards that serial.