

MAY 2015

P/ID 77730/MBN4C

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Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions.

1. What are the objectives of research?
2. What is hypothesis? Explain briefly.
3. What do you mean by experimental research design?
4. What are the sources of primary data?
5. How to determine sample size?
6. What is convenience sampling? Explain briefly.
7. When to use Chi-square test?
8. What is the need for tabulation?

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions.

9. Discuss the relevance of research in decision pricing.
10. What are the various types of research? Explain.

11. Discuss the observational method of data collection.
12. Distinguish between exploratory and descriptive research.
13. What are various probability sampling techniques?
14. Discuss the uses of computer packages for data analysis.
15. What are the contents of research report? Discuss.
16. How do you use the tables, pictures and graphs in a research report with examples?

PART C — (1 × 20 = 20 marks)

Compulsory

17. "One of the key trends today is the organisations are becoming market driven" – Do you agree with the statement? Explain your point of view by giving examples. Also prepare an outline of a market research plan for a company manufacturing home appliances, willing to become market drive.
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