

MAY 2011

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

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Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions.

All questions carry equal marks.

1. What are the types of research?
2. Is hypothesis always necessary in research?
3. Enumerate the sources of data.
4. What is sampling?
5. How diagram assists data analysis?
6. Write short notes on chi-square test.
7. Describe circular letters and sales letters.
8. Explain seminar and conference.

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions.

All questions carry equal marks.

9. Explain and discuss different types of scale.
10. Explain sampling methods.

11. Explain the central tendency measures used for analysis.
12. Discuss primary and secondary data collection methods in detail.
13. Explain any three parametric tests used in analysis of social research.
14. Explain the types of questions used in a questionnaire.
15. Discuss the rights and powers of a chairman.
16. Explain the criteria to evaluate oral presentations.

PART C — (20 marks)

(Compulsory)

17. Explain collection series in business letter writing. Draft one letter for each stage of collection.