

MAY 2011

**P/ID 37507/PBAG**

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Time : Three hours

Maximum : 80 marks

PART A — (5 × 5 = 25 marks)

Answer any FIVE questions.

All questions carry equal marks.

1. Describe formulation of hypothesis.
2. Describe the steps in Research Process.
3. Discuss the sources of collecting secondary data.
4. Describe the importance of scaling techniques in Business Research.
5. Explain the application of univariate analysis.
6. Describe the functions of business letter.
7. How to write a effective business letter?
8. Describe the importance of group discussion.

PART B — (4 × 10 = 40 marks)  
Answer any FOUR questions.  
All questions carry equal marks.

9. Explain the various types of research.
10. Explain the advantages and disadvantages of case study method research.
11. Explain the use of computer packages for data analysis.
12. Describe the layout of business letter with an example.
13. Explain the importance of circular letters with an example.
14. What are the good characteristics of writing technical proposal? Discuss with an example.

PART C — (1 × 15 = 15 marks)

Compulsory.

15. One thousand girls in a college were graded according to their I.Q. and the economic conditions of their homes. Use  $\chi^2$  test to find out whether there is any association between economic condition at home and I.Q. of girls (Given  $V = 1$  ;  $\chi^2_{0.05} = 3.84$ ).

Economic conditions	I.Q.		
	High	Low	Total
Rich	100	300	400
Poor	350	250	600
Total	450	550	1000

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