

MAY 2013

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

Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions.

All questions carry equal marks.

1. For what specific purposes is basic research important?
2. Define variable. What are the various types of variables?
3. What is sampling? Analyse the advantages and limitations of sampling.
4. Enumerate the need for tabulation.
5. What do you understand about chi-square test? State a research hypothesis that would call for a chi-square test.

6. Design and identify the essentials of a business letter.
7. What is conference? State its needs.
8. Define Group discussion. Explain its merits and demerits.

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions.

All questions carry equal marks.

9. Discuss a situation where research will help you as a manager to make a good decision.
10. What are the guidelines to be adhered while designing questionnaires? Discuss.
11. Non probability sampling designs ought to be preferred to probability sampling designs in some cases. Explain with an example.
12. Describe the various tools and techniques that are used in data analysis and interpretations.
13. What is bias? How can it be reduced during interviews? Cited with suitable examples.
14. “A customer’s claim or complaint opens the way for an investigation. It also becomes an opportunity to right a wrong and to promote goodwill”. Comment and illustrate.

15. Describe the mechanics of writing a research report.
16. What are the different factors to be taken care of while conducting conference? Explain in detail.

PART C — (1 × 20 = 20 marks)

Compulsory.

17. Discuss the role of computer application on the process of business administration research. State the advantages of software packages.
-

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