

MAY 2013

P/ID 6015/MBR

Time : Three hours

Maximum : 80 marks

PART A — (8 × 5 = 40 marks)

Answer any EIGHT questions.

All questions carry equal marks.

1. Define hypothesis. List and explain its types.
2. List any five research works in the marketing area of an automobile company.
3. What is explorative research?
4. Distinguish between snow ball sampling and quota sampling.
5. List different multivariate analysis techniques and give the applications of each of them.
6. What are the merits of non-parametric tests?
7. List and explain the types of frequency tables.
8. Give a sample cover page of a research report.
9. What is a sales letter? Distinguish it from a circular.

10. Define meeting. List its types and explain any one of them.
11. Distinguish between cluster sampling and stratified sampling.
12. Distinguish between a technical report and a research report.

PART B — (4 × 10 = 40 marks)

Answer any FOUR questions.

All questions carry equal marks.

13. List and explain different types of personal interview.
14. Discuss the scope of research in different functional areas of management.
15. Design a questionnaire to study the impulse buying behaviour of customers in grocery stores.
16. List and explain different non-parametric tests.
17. List and explain different charts that are used in the data analysis of a research report.
18. Explain different business letters.