DECEMBER 2022 **P/ID 77926/RMB1B**

Time : Three hours Maximum : 80 marks

SECTION A — (10 × 2 = 20 marks)

Answer any TEN questions in 50 words each.

1. What is meant by binomial distribution?

2. Define Random experiment.

3. What is meant by research design?

4. Define chisquare test.

5. What is statistical enquiry?

6. What are the different forms of interpretation?

7. What is analysis of variance?

8. Define Correlation coefficient.

9. How would you validate cluster results?

10. How do you edit a questionnaire?

11. What are the different types of reports?

12. What is the importance of geographic representation in Report writing?

SECTION B — ($5 \times 6 = 30$ marks)

Answer any FIVE questions in 250 words each.

13. If mean of a Poisson distribution is 1.5. Find mode and standard deviation.

14. Discuss the superiority of sampling over census method of data collection.

15. What are the importance of observation as technique of data collection?

16. Differentiate univariate and bivariate analysis.

17. Point out the limitations of comparing the goodness of fit of two regressions.

18. How has the use of SPSS become very handy for the modern research today?

19. What should be the ideal structure of a research report?

SECTION C — ($3 \times 10 = 30$ marks)

Answer any THREE questions in 500 words each.

20. Explain the role of Hurwitz Alpha criteria in business decision making.

21. What are the contribution of research in development of theory?

22. Describe in brief, the processing of data operations pointing out the significance of each in the context of research study.

23. Briefly explain multidimensional scaling and their applications in marketing problems.

24. Explain how discriminant analysis be used for prediction and structural interpretation.

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