MAY 2023 **P/ID 77926/RMB1B**

Time : Three hours Maximum : 80 marks

PART A — (10 × 2 = 20 marks)

Answer any TEN questions, in 50 words each.

1. Define Probability.

2. What is Laplace Criteria in dealing with risk?

3. What is Research Design?

4. Mention any two methods of Primary Data Collection.

5. Give an example for Interval Scale.

6. Describe Quota Sampling.

7. Inspect the need of Hypothesis Testing in Research.

8. What is Discriminant Analysis?

9. Specify any two features of SPSS.

10. State the Advantages of Bivariate Analysis.

11. Why Citation is important in Academic Research?

12. Define Chapterisation.

PART B — (5 × 6 = 30 marks)

Answer any FIVE questions, in 250 words each.

13. Clarify the rules of Probability.

14. Infer the Characteristics of a Good Hypothesis.

15. Bring out the steps involved in the Construction of a Questionnaire.

16. Describe the importance of Data Editing in Research.

17. Illustrate Two Way ANOVA with example.

18. How do you calculate Market Share in Conjoint Analysis? Explain.

19. Outline the principles of Research Ethics.

PART C — (3 × 10 = 30 marks)

Answer any THREE questions in 500 words each.

20. Elucidate the Applications of Baye's Theorem in Business.

21. Evaluate the different Techniques of Sampling.

22. Calculate the coefficient of correlation of the following data by Spearman's rank correlation Method:

X	19	24	12	31	19	16
Y	9	22	20	14	22	18

23. Analyse the Application of multidimensional scaling in Marketing Problems.

24. Examine the need of Executive Summary in Research.

———————