MAY 2024 **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. Specify any Two Characteristics of Probability Distribution.

2. What is Maximax Criterion?

3. How does a Dependent Variable change?

4. Bring out the Nature of an Observational Research.

5. What is the advantage of using Likert Scale?

6. When a Researcher might opt for Snowball Sampling?

7. Define Null Hypothesis.

8. How to know when to use Chi-Square Test for Homogeneity or Independence?

9. When can Rank Correlation be used in a Business Research?

10. Define Factor Analysis.

11. What is Data View in SPSS?

12. Examine the Purposes of Report Writing.

SECTION B — ($5 \times 6 = 30$ marks)

Answer any FIVE questions in 250 words each.

13. Discuss the Applications of Decision Theory in Business.

14. How to frame a Research Objective? Infer the Characteristics of Research Objective.

15. Inspect the Role of Theory in Research.

16. Enumerate the Types of Scales with example.

17. Mention the Tools and Software used for Data Entry in Research.

18. Categorize the Types of Cluster Analysis with their Applications.

19. Show the Importance of Chapterisation in Research Report.

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

Answer any THREE questions in 500 words each.

20. Illustrate Hurwicz Criterion for Data-Driven Decision-Making under Uncertainty.

21. Elucidate the Types of Research Design.

22. Distinguish between Karl Pearson's Correlation Coefficient and Spearman's Rank Correlation.

23. Critically analyze Conjoint Analysis as a Marketing Research Tool.

24. Explain the different Types of Research Reports.

———————