

APRIL 2021

72224/MAM5B

Time : Three hours

Maximum : 75 marks

SECTION A — (10 × 2 = 20 marks)

Answer any TEN questions.

1. What do you mean by social Research?
2. Define pilot testing.
3. What is casual Research Design?
4. What is Null hypothesis?
5. What is ordinal scale?
6. State the use of Questionnaire.
7. What are the sources of secondary data?
8. What is stratified Random sampling?
9. What is Regression?
10. What is 't' Test?
11. What do you mean by Bibliography?
12. Define Review of Literature.

SECTION B — (5 × 5 = 25 marks)

Answer any FIVE questions.

13. Examine the limits and uses of Business Research.
14. Explain the steps in formulation of Hypothesis.
15. Discuss the components of a good Research design.
16. Examine the various techniques involved in data collection.
17. Discuss the merits and demerits of non-parametric tests.
18. Discuss the guidelines for Editing.
19. Account for the major steps followed in planning a Research Report.

SECTION C — (3 × 10 = 30 marks)

Answer any THREE questions.

20. Explain the steps in Research process.
21. Explain the various scale construction Techniques.

22. Discuss different types of diagrams used in Research presentation.
 23. Discuss the role of computer aided statistical Tests.
 24. "Report writing requires concerted effort and concentration". - comment.
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