**P/ID 77507/
PMBG/PMB1G**

Time : Three hours   Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions.

All questions carry equal marks.

1. Describe the objectives of research.

2. Enumerate formulation of hypothesis.

3. Describe exploratory research.

4. Define — sampling unit, Universe.

5. Describe parametric tests.

6. Define frequency table.

7. Enumerate the use of charts in a research report.

8. Describe technical proposal.

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions.

All questions carry equal marks.

9. Explain the applications of research in management.

10. Explain various designs of experimental research.

11. Explain different methods under non-probability sampling.

12. Explain various data analysis packages used in computers.

13. Multivariate analysis portrays the research finding better than univariate and bivariate analysis — Discuss .

14. Explain the process of coding with example and explain the importance of coding.

15. Explain the format of the research report.

16. Explain the aspects effective communication strategies in organizing a seminar/conference.

PART C — (20 marks)

Compulsory

17. Prepare a research proposal to understand the impact of economic policy changes on the sales of consumer goods.

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