M.Phil. DEGREE EXAMINATION, APRIL 2010

Second Semester

Commerce

RESEARCH FOR BUSINESS DECISIONS

(CBCS —2008 Onwards)

Duration : 3 Hours   Maximum : 75 marks

Part - A $(5 \times 15 = 75)$

Answer **All** questions.

All questions carry equal marks.

1. (a)   What are the factors influencing research in the field of business environment ?

Or

   (b)   Highlight the importance of policy research and institutional research in the context of new economic policy.

2. (a)   Discuss various pricing strategies.

Or

   (b)   What do you mean by media effectiveness in advertising ? Explain.

3. (a)   Enumerate the research on leadership traits and style.

Or

   (b)   Explain Research on 'Personnel Information System'

4. (a) How do you make a research on strategic alliances and diverces ?

<p style="text-align:center">Or</p>

(b) Explain the importance of research on organisational climate.

5. (a) Highlight the various aspects of research on secondary market.

<p style="text-align:center">Or</p>

(b) Discuss the risk-return patterns of a project decision.

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M.Phil. DEGREE EXAMINATION, APRIL 2010

First Semester

Commerce

RESEARCH METHODOLOGY—TECHNIQUES

(CBCS—2008 Onwards)

Duration : 3 Hours

Maximum : 75 Marks

$(5 \times 15 = 75)$

Answer **All** questions**.**
All questions carry equal marks.

1. (a) How will you use measures of central tendency as a tool in research ?

(*Or*)

(b) Calculate the co-efficient of correlation between age of cars and annual maintenance cost, from the following data : —

Age of cars in Years	2	4	6	7	8	10	12
Annual maintenance cost in Rs.	1600	1500	1800	1900	1700	2100	2000

2. (a) Briefly describe the important parametric tests used in the context of testing hypothesis.

(*Or*)

(b) A sample survey indicates that out of 3232 births 1705 were boys and the rest were girls. Do these figures confirm that hypothesis that the sex ratio is 50 : 50 ? Test at 5 % level of significance.

3. (a) What is Chi-square test ? Explain its significance in statistical analysis. How would you draw the result ?

(*Or*)

(b) From the following data find out whether there is any relationship beteen sex and preference for colours :

Colour		Male	Female	Total
Green	…	40	60	100
Red	…	35	25	60
Blue	…	25	15	40
	Total	100	100	200

4. (a) Discuss the principles and uses of ANOVA.

(*Or*)

(b) Two samples are drawn from two normal population. From the following data test whether the two sample have the same variance at 5% level :

Sample 1 : 60 65 71 74 76 82 85 87 – –

Sample 2 : 61 66 67 85 78 63 85 87 88 91

5. (a) Narrate the procedure for developing a scalogram and illustrate the same by an example.

(*Or*)

(b) Describe the different methods of scale construction of determining the level of attitudes.

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M.Phil. DEGREE EXAMINATION, APRIL 2010

First Semester

Commerce

RESEARCH METHODOLOGY—THEORY

(CBCS —2008 Onwards)

Duration : 3 Hours   Maximum : 75 Marks

Part - A $(5 \times 15 = 75)$

Answer **All** questions.

All questions carry equal marks.

1.(a)   What is a hypothesis ? Classify hypotheses. How do you test the hypothesis ?

Or

  (b)   What is research ? What are the various types of Re search ?

2. (a)   What is Sampling ? Why is it used ? Explain the sampling process.

Or

  (b)   Explain the various types of sampling.

3. (a)   Examine critically the different methods of data collection

Or

(b)   Write notes on

      (i)   Pilot study.

      (ii)   Primary data.

      (iii)   Tertiary data.

4. (a)   Write notes on :

      (i)   Level of significance.

      (ii)   Cluster analysis.

      (iii)   Yate's correction.

      (iv)   Rank correlation.

Or

(b)   Discuss the uses of Z-test, t-test and F-test,

5. (a)   Write notes on :

      (i)   Ibid.

      (ii)   Bibliography.

      (iii)   et al.

      (iv)   idem.

      (v)   Supra.

Or

(b)   Distinguish between.

      (i)   a Technical Report and a Popular Report.

      (ii)   an Interim Report and a Summary Report.

      (iii)   a Research Abstract and a Research Article.

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