

OCTOBER 2011

P/ID 37507/PBAG

Time : Three hours

Maximum : 80 marks

PART A — (5 × 5 = 25 marks)

Answer any FIVE questions.

All questions carry equal marks.

1. Explain the term Null hypothesis and Alternative hypothesis.
2. Describe the importance of Business Research.
3. Describe the advantages of case study method of research.
4. What are the different techniques of primary data collections method?
5. Explain the characteristics of Non-parametric tests.
6. Discuss the importance of charts and diagram in the research report.
7. List out the uses of oral presentation.
8. List out the importance of writing sales Letters.

PART B — (4 × 10 = 40 marks)

Answer any FOUR questions.

All questions carry equal marks.

9. Explain the uses of multivariate analysis in Business Research with an example.
10. How to select the appropriate research mode? Explain with an example.
11. Describe the language and layout of a business letter.
12. What is the procedure for conducting meetings? Discuss with an example.
13. Explain the need and nature of grouped and ungrouped frequency tables.
14. List out the difficulties involved in organising conferences.

PART C — (1 × 15 = 15 marks)

(Compulsory)

15. Suppose a study requires you to interview housewives who only speak the native language of the states. How would you deal with the practical problem of question translation and recording of answers? Discuss.
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