

RESEARCH METHODOLOGY – THEORY AND
TECHNIQUES
(Held in April 2010)

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

1. "Research is much concerned with proper fact finding, analysis and evaluation." Do you agree with this statement? Give reasons in support of your answer.
2. What is research problem? Describe fully the techniques of defining a research problem.
3. Discuss interview as a technique of data collection. What are the guiding considerations in the construction of schedules?

4. "A systematic bias results from errors in the sampling procedures". What do you mean by such a systematic bias? Describe the important causes responsible for such a bias.
5. "Changes in various economic and social phenomena can be measured and compared through index numbers". Explain this statement pointing out the utility of index numbers.
6. What does a measure of central tendency indicate? Describe the importance measures of central tendency pointing out the situation when one measure is considered relatively appropriate in comparison to other measures.
7. Explain the technique and importance of oral presentation of research findings, Is only oral presentation sufficient? if not, why?
8. The percentage of smokers in a certain city was 90. A random sample of 100 person was selected in which 85 persons were found to be smokers. Is the sample proportion significantly different from the proportion of smokers in the city? Answer on the basis of Chi-square test.

9. Write short notes on the following :

- (a) Latin-square design,
 - (b) Coding in context of analysis of variance,
 - (c) F-ratio and its interpretation,
 - (d) Significance of the analysis of variance.
10. "Scaling describes the procedures by which numbers are assigned to various degrees of opinion, attitude and other concepts." Discuss. Also point out the bases for scale classification.
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FUNCTIONAL MANAGEMENT DECISIONS
(Held in April 2010)

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

1. Discuss the positive impact of LPG in the context of economic development of our country.
2. Define marketing research and indicate in what areas and how it can help in making better marketing decisions.
3. "Selection of advertising media should be preceded by an analysis of all factors involved in the total marketing situation". What factors should you consider in such an analysis and why?
4. Discuss the role of psychological tests in the selection process. Work out a classification of psychological tests and describe each category keeping in view their utility.
5. "Workers' participation in management is essential to industrial democracy and socialistic pattern of society." In the light of this statement, discuss the role of workers' participation in management.

6. Resistance to change is often viewed negatively. Discuss some possible benefits of resistance to change in an organization.
 7. Discuss the various facilities made available by the BSE for the protection of investor interest.
 8. What is a 'Mutual Fund'? Explain the features and role of mutual funds.
 9. What are the different types of financial information system? Describe the ways of securing them briefly.
 10. Explain the key elements of organizational design and corporate governance.
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