

RESEARCH METHODOLOGY

Time: Three hours

Maximum: 100 marks

Answer any FIVE questions

All questions carry equal marks.

1. What is the necessity of defining a research problem? Explain.
 2. Explain the meaning and significance of a Research design.
 3. Point out the possible source of error in measurement. Describe the test of sound measurement.
 4. Discuss interview as a technique of data collection.
 5. "Discriminate use of average is very essential for sound statistical analysis"- why.
 6. Describe the commonly used sampling distribution.
 7. What do you mean by the power by a hypothesis test? How can it be measured?
 8. "Report writing is more an art that hinges upon practice and experience"-Discuss.
 9. Write a note:
 - (a) Sampling error
 - (b) Pilot study
 - (c) Pre-test
 - (d) Case study
 10. How secondary data differ from primary data? How can a researcher evaluate secondary data?
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ENTREPRENEURSHIP

Time: Three hours

Maximum: 100 marks

Answer any FIVE questions.

All questions carry equal marks.

1. What contribution McClelland made in developing the theory of entrepreneurship?
2. Explain the Organisational building function of entrepreneurs.
3. Explain the requirements of a new enterprise in terms of information, finance and personnel.
4. State the criteria for classification of projects.
5. Explain the criteria to be adopted while selecting an appropriate project.
6. Explain the factors affecting entrepreneurial growth in India.

7. Explain the interaction between entrepreneurship and environment.
 8. Bring out the significance of EDP.
 9. Explain the different sources of financing a project, along with their relative merits and demerits.
 10. Explain the role of Tamilnadu Small Industries Corporation (SIDCO).
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Paper III – MARKETING MANAGEMENT

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

1. Explain the modern concepts of marketing. Discuss how marketing is different from selling.
2. Define Market segmentation. Explain the different bases for segmenting a market for consumer methods.
3. (a) What is meant by “skim-the-cream” in the context of pricing?
(b) What are the special problems encountered in pricing a New product?
4. What factors should be taken into account by a manufacturer in selecting a channel member? When will he prefer direct selling?
5. What are the components of a promotional mix? What external factors are to be taken into account in this regard?
6. ‘Marketing Research has to be handled as an integral part of Marketing Management’. Why?
7. “Selection of advertising media should be preceded by an analysis of all factors involved in the total marketing situation”. Discuss.
8. Describe the various assistance and incentives offered by the government to the SSI units to promote exports.
9. Outline the salient features of the export policy of the government of India. Enumerate various incentives provided by it for Indian exporters.
10. Write short notes on the following
 - (a) Free trade zone
 - (b) Sales quotas
 - (c) Trade Development Authority
 - (d) Exports Inspection Council.