

RESEARCH METHODOLOGY

Time : Three hours

Maximum : 100 marks

Answer any FIVE of the following

(5 × 20 = 100)

1. What do you mean by research? Explain the types of research.
 2. Describe the commonly used sampling techniques in social science research.
 3. Enumerate the different methods of collecting data. Explain the merits and demerits of the different methods of data collection.
 4. "Processing of data implies editing, coding, classification and tabulation". Describe in brief the four operations pointing out the significance of each in the context of research study.
 5. "The analysis of time series is done to understand the dynamic conditions for achieving the short-term and long-term goals of business firms". Discuss.
6. What is hypothesis? What are the characteristics of a good hypothesis?
 7. Describe the characteristic features of a good research report. Illustrate it with suitable examples.
 8. Describe the role of correlation technique in social science research.
 9. Describe the important parametric tests used in the content of testing hypothesis. How such tests differ from non-parametric tests? Explain.
 10. Write short notes on :
 - (a) Check list
 - (b) Sampling error
 - (c) Review of literature
 - (d) Research design.
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COMMERCE AND ENTREPRENEURSHIP
MARKETING MANAGEMENT

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

1. Who benefits from the marketing concept and how?
2. Appraise the role of marketing in the economic development of a country.
3. Is advertisement a waste? Discuss. What are the criteria adopted for evaluating the effectiveness of advertisement?
4. "The middle man may be eliminated, but not his services". - Discuss.
5. Under what circumstances are the following channels suitable :
 - (a) Selling through middlemen
 - (b) Selling direct to customers.

6. What are the different pricing policies? What factors determine the price policy of a firm?
7. How would you systematize?
 - (a) the screening of new product ideas.
 - (b) the phasing out of weak products.
8. What is an ecological niche? Does every firm have such a niche?
9. Discuss the disadvantages the small firm faces in being unable to match the advertisement of expenditure of big firms.
10. Write short notes on :
 - (a) Market structure
 - (b) Direction of trade
 - (c) Free trade zone
 - (d) Product mix.

ENTREPRENEURSHIP

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

1. Define entrepreneurial culture and differentiate it from administrative culture.
2. Give a brief account of the origin of the entrepreneurial concept.
3. "Entrepreneurial behaviour is the result of an interaction of individual and situational factors of social, psychological and experimental nature". Comment and elaborate.
4. How will you classify the projects? Give a rational and acceptable criterion for classifying projects.
5. Explain the need for project formulation.
6. Describe entrepreneurial growth in India after independence.
7. Describe the steps involved in the identification of a project.

8. "Development of entrepreneurship is all sectors is essential" - Elucidate.
 9. Discuss the factors that influence the working capital requirements of a firm.
 10. Describe the institutional setup for entrepreneurial development in India.
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