PART- A  32 marks

Attempt all questions. Each Question carries 1 mark.

Q.1: State whether the following statements are True or False.  (8 Marks)

a) If the cost of decision is high the dependence on the research is high and vice versa.
b) Research brief helps to avoid and reduce disputes between the client and researcher.
c) The data directly collected by the researcher is known as Secondary data.
d) In a probability sample, every unit in the population has equal chance for being selected as sample unit.
e) The normal probability distribution occupies a place of central importance in Modern Statistical Theory.
f) Index numbers are non specialised averages.
g) Analysis of Variance is also known as AVONA.
h) A statistical package is a suite of computer programs that are specialised for statistical analysis.

Q.2: Fill in the blanks.

a) Research Methodology is a method to solve the research problem __________.
b) A manager while getting in the activity would be emotional whereas a researcher would be ________.
c) Numerical figures are represented by pictures, known as ________.
d) A sample is __________ of the population.
e) The mathematical definition of probability was given by __________.
f) Statistical Estimation is of two types ________.
g) ________ is type of Parametric Test.
h) The types of research report are ________.

Q3. State the general full forms of the given abbreviations. (8 Marks)

i. SNAP
ii. AIMA
iii. MR
iv. KISS
v. IGST
vi. FII
vii. QCD
viii. CMP

Q4: Match the following: (8 Marks)

A
1. Questionnaire
2. Histogram
3. X-11 Census Method
4. Chi-Square Test
5. Consumer Price Index
6. Aviation
7. Coefficient of Variation
8. Research

B
a. Area of Research
b. Sampling
c. Statistical Analysis
d. Primary Data Collection
e. Retail Price Index
f. Zee Chart/- Z Curve
g. Search for knowledge
h. Hypothesis

PART B
(Answer any three) (3 x 16 = 48 Marks)

Q.5: Describe briefly about Central Tendency & its various measures.

Q.6: If the number 3.2, 5.8, 7.9 and 4.5 have frequencies x, (x + 2), (x - 3) and (x + 6) respectively and their arithmetic mean is 4.876, find the value of x.

Q.7: Shift the base of following series to 2012 and to 2014.

<table>
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<th>Year</th>
<th>2010</th>
<th>2011</th>
<th>2012</th>
<th>2013</th>
<th>2014</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>Index no.</td>
<td>125</td>
<td>155</td>
<td>185</td>
<td>220</td>
<td>265</td>
<td>320</td>
</tr>
</tbody>
</table>

Q.8: Write brief note on any two of the followings:

a) Qualities of a Researcher

b) SPSS Software

c) Types of Research

Q.10: CASE STUDY

A multinational FMCG is planning to open its chain in Indian Metro Cities. The Company wishes to conduct a consumer survey to arrive at: -

I. Preferred Locations
II. Buying behaviour of consumer
III. Price factor
IV. Target Market

You are required to do the following: -

I. Prepare Research Design
II. Questionnaire for Data Collection
III. Method for data collection
IV. Recommend Statistical Tools to generate meaningful information based on collected data.

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