

M.A. DEGREE EXAMINATION, NOVEMBER 2019
I Year I Semester
Research Methods

Time : 3 Hours

Max.marks :75

Section A ($10 \times 2 = 20$) Marks

Answer any **TEN** questions

1. Write a note on Research Design.
2. Short note on Type I and Type II error.
3. What is Coding of Data?
4. Write a note on Regression Analysis
5. What is Data Presentation?
6. Short note on Histogram.
7. What is Bibliography?
8. What is sampling?
9. Write a note on Univariate Analysis.
10. Note on Research Report?
11. Short note on Cluster Sampling.
12. What is Graphical Representation?

Section B ($5 \times 5 = 25$) Marks

Answer any **FIVE** questions

13. Distinguish Primary and Secondary Data.
14. Explain the steps that you would envisage in preparing a research design.
15. Discuss the principles of testing the hypothesis.
16. Enumerate the analysing tool of discriminant analysis.
17. Discuss the importance of random sampling method.
18. Explain the one-way ANOVA Process.
19. Briefly explain about the t-test.

Section C ($3 \times 10 = 30$) Marks**PART - A - Case Study - Compulsory Question**

20. Lynda Murray, chief executive officer of Peak Electronics, faced a difficult decision. Her company was a leader in making parts for standard cassette and reel-to-reel tape recorders. Murry had watched with some misgivings as digital technology hit the market in the form of compact disc players, and she had to decide whether to lead Peak into the digital age. Even though digital tape players were encountering legal hurdles in the American market, they were starting to take hold in Japan and Europe. Was America and Peak- ready for them? The people in research and development had a different approach. They were tired of making small improvements in a mature and perfected product. They had been reading technical material about digital tape, and they saw it as an exciting new technology that would give an innovative company a chance to make it big. Time was of the essence, they insisted. If Peak was to become an important supplier of parts for the new decks, it had to have the components ready. Delay would be fatal to the product.
- The past thirty years had shown that Americans had an insatiable appetite for electronic gadgets and marvels. Quadraphonic sound and video discs were the only exceptions she could think of to the rule that if someone invented an improved way of reproducing images or sound, sometimes else would want to buy it.

Questions.

1. What sources of information and opinion about the new technology seem most reliable?
2. Which would you ignore?

PART - B

Answer any **TWO** questions

21. Explain in detail various non-parametric tests.
22. Explain the process of preparation of a research report.
23. Enumerate some common tools of multivariate analysis.
24. Explain the concept of factor analysis.

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