PART – A (10 x 2 = 20 Marks)

Write short notes on the following :

a) What is MIS?
b) Research Design
c) Sources of Marketing information
d) Sampling
e) Criteria of decision making
f) Decision tree analysis
g) Wallis tests
h) Sign test
i) Factor analysis
j) Multi Dimensional scaling

PART – B (5 x 12 = 60 Marks)

2 a) Is Marketing research a basic research or applied research? Why?

OR

b) Discuss the multi-disciplinary nature of Marketing research.

3 a) What is the sequence of steps involved in a marketing research project?

OR

b) Distinguish between sampling and non-sampling errors.

4 a) Explain the decision making under risk and uncertainty.

OR

b) Given is the following pay-off matrix.

State of nature	Course of action			
	Profitability	Do not expand	Expand 200 units Rs.	Expand 400 units Rs.
High demand	0.4	2500	3500	5000
Medium demand	0.4	2500	3500	2500
Low demand	0.2	2500	1500	1000

What should be the decision if we use : i) Expected monitory value criterion ii) maximin criterion iii) the maxmax criterion iv) maximax regret criterion?

5 a) Use the sign test to see its there is a deference between the number of days until the collection of an account receivable before and after a new collection policy. Use the 0.05 significance level

Before	30	28	34	35	40	42	33	38	34
After	32	29	33	32	37	43	40	41	37

Before	45	28	27	25	41	36
After	44	27	33	30	38	36

OR

b) The following are the number of mistakes counted on pages randomly selected from reports typed by a company's two secretaries.

Male Secretary	:	15	10	5	6	8	10	12
Female Secretary	:	12	8	7	9	10	5	4

Use the U-test at 1 percent level of significance to test the null hypothesis that the two secretaries average equal mistakes per page.

6 a) What are the different multivariate methods?

OR

b) Explain the important principles of writing a report.

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