

**2015**

**December**

(held in Janu 2016)

**COMMERCE**

Paper : 203

**(Research Methodology & Statistical Analysis)**

Full Marks : 80

Time : Three hours

***The figures in the margin indicate full marks for the questions.***

*Answer the following :*

1. (a) What are the factors that have to be taken into consideration by a researcher while choosing the type of research design ? 16

**OR**

(b) A soft drink company wants to launch a carbonated soft drink in an island inhabited by tribal people who have never tasted such a drink. As a consultant to the firm, you have been assigned the task of finding out the possibility of success of such a drink and the possible mode of operation for a 'product launch'. What is the type of research design you are likely to adopt and why? 16

2. (a) Explain the three well known methods of measuring central tendency. 16

**OR**

(b) Why the degree of association is measured in terms of a casual relationship among the variables, the discussion is done in terms of a regression analysis? 16

3. (a) Explain the statistical Decision Theory.

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**OR**

(b) Explain the Bayes Theorem. 16

4. (a) What is Null Hypothesis and Alternate Hypothesis ? 16

**OR**

(b) How can you express the reliability of an estimated population mean ? 16

5. (a) How is Chi-square used as a non parametric test ? 16

**OR**

(b) Briefly outline the steps in writing the final report in case of an empirical study. 16

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