INSTRUCTIONS:
1. Attempt all questions, marks are indicated after each question
2. Attempt question as per sequence & marks correct question number
3. Permissible Plagiarism Limit is twenty percent
4. Marks will be deducted if the Plagiarism is above permissible limit (5 marks for 10 % extra)

1-One of the reputed publishing company wants to understand the preferences of online books and magazines among children. It also wants to understand if the preference towards online books has any linkage with the children's age, education, hobbies / interests, parents' income etc.   **(4+3+3)**

   a. Justify the type of research design and method you will propose for the study and why?
   b. Identify and explain the variables used for the study?
   c. Who would be your target respondents, explain?

2- The management wanted to test a whether the cyber café usage is dependent on gender (Male/Female). **(3+3+4)**

   a. Frame the null and alternate hypothesis based on the situation

   b. Justify the test statistics used here based on the output table

   c. Based on the output table given below, interpret the results at 0.05 level of significance

		Test statistic	d.f	Sig. (2 tailed)
How long have you been using cyber café?	Equal variances assumed	2.079	404	0.038
	Equal variances not assumed	2.039	188	0.043

3.Identify the scale and develop the appropriate questions (close ended) for each characteristic **(10)**

    a. Intention to purchase a TV

    b. Quality of food at Golden Dragon restaurant

    c. Preference for the four colors given

    d. Functional specialization in next year

    e. Height of students in centimeter

4. Critically examine and explain the sampling scheme as per the situation given below **(2*5=10)**

    a. A department store that wishes to examine whether it is losing or gaining customers, draws a sample from its list of credit card holders by selecting every tenth name.

    b. A local TV station wants to determine households' viewing habits, and programming preferences. For the sampling customer are divided into three groups based on their monthly billing (High, medium and low). The customers are then randomly selected from each group.

    c. A customer satisfaction survey is conducted among the customers in the company's database who are selected without any selection criterion

    d. A survey is conducted among neuro surgeons. Starting with the first neuro surgeon, he is asked to refer to another neuro surgeon and so on

    e. A reporter asks 100 people "who are willing to answer" on the street what do they think of the current state of crime against women