SUBJECT CODE: PR/PC/RS34

M. A. DEGREE EXAMINATION, NOVEMBER 2008
PUBLIC RELATIONS
THIRD SEMESTER

COURSE : CORE
PAPER   : RESEARCH FOR PUBLIC RELATIONS
TIME   : 3 HOURS   MAX. MARKS: 100

SECTION – A

Answer all questions in not less than 50 words: **(10 x 2 = 20)**

1. Examine the role of the researcher especially objectivity / subjectivity in research.

2. What are secondary sources of data?

3. What is stratified random sampling?

4. What is sampling error?

5. What is range?

6. What is the formula for calculating Standard Deviation?

7. What is correlation?

8. What is regression?

9. What are vital statistics?

10. What is a case study?

SECTION – B

Answer any five questions in not less than 250 words: **(5 x 8 = 40)**

11. Using the data from the Sixth Five Year Plan construct a Pie Diagram

Sector	%Outlay
Agriculture and Rural Development	12.9
Irrigation	12.5
Energy	27.2
Industry and Minerals	15.4
Transport and Communication	15.9
Social Service	16.1

12. The data below represent birth rate per thousand of different countries during 1960-1080. Represent the above data using a simple Bar Diagram.

Country	Birth Rate
India	33
Germany	16
UK	20
China	40
New Zealand	30
Sweden	15

13. Represent the data represented below in Line Graph.

Year	Per Capita Income
1990-91	4923.7
1991-92	5628.8
1992-93	6421.4
1993-94	7502.6
1994-95	8815.9
1995-96	10302.2
1996-97	11965.9
1997-98	13398.6
1998-99	15478.6
1999-00	17108.8
2000-01	18621.6
2001-02	20391.9

14. The life time of electric bulbs for a random sample of 10 from a large consignment gave the following data:

Item	1	2	3	4	5	6	7	8	9	10
Life in 000 hours	4.2	4.6	3.9	4.1	5.2	3.8	3.9	4.3	4.4	5.6

Can we accept the hypothesis that the average lifetime of the bulbs is 4000 hrs? Prove using a t test.

15. Write a short note on different types of interview methods.

16. As a PR researcher, you are asked to submit a research report on Assessment of Printed Brochures of an airline company. Write a short note on the outline of the report containing a title page, table of contents list of tables and figures for presenting your research results.

17. Write a note on Case Study as a tool for qualitative research highlighting its importance in PR research.

18. a) Write briefly on probability   b) A ball is drawn from a box containing 5 white & 7 red balls. What is the probability that the ball drawn is a white ball?

SECTION – C

Answer any two questions in not less than 1000 words: **(2 x 20 = 40)**

19. A well known corporate hospital would like to undertake a research study of the PR Department with its links to Guest Relations: on perception of service rendered, quality of service and willingness to redress customer complaints. Design a research study for the department.

20. Design a simple questionnaire containing both open ended and closed types to elicit information from the public about: quality & quantity of electricity services, willingness to pay, power cut & toll free telephone number for customer grievances. Show the manner in which the data will be analyzed.

21. a) Define mean, median and mode

b) Find mean, median & mode for the following data

Weight (Kg)	93-97	98-102	103-107	108-112	113-117	118-122	123-127
No.of students	2	5	12	17	14	6	3

22. The Department of Tourism had implemented a major tourism project for rural tourism. The department would like to undertake a study to assess effectiveness and impact of the project making use of a combination of primary and secondary data available with the department.

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