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Paper-V
Full Marks: 8
Ansser any Five questions. All questions carry equal marks.
किसी पैक प्रत्ये के उत्तर देशिए। सभी प्रत्ये के अंक समय है।

- Discuss the different steps in Psychological research. मनोवैद्यानिक शोव में निहित विभिन्न घरणों की विवेधना कीजिए ।
- 2. Describe the different types of research problem
- Discuss the merits and demerits of Random Sampling. यादृष्टिक प्रतिवयन के गुणो एवं अवगुणों की विवेचना कीजिए ।
- Discuss the types of questionnaire, their merits and limitations. प्रश्नावली के प्रकार, गुणों एव सीमाओं की विवेचना कीजिए ।
- शांच अभिकला के उदेश्यों की विवेचना कीजिए ।

 7. Define the types of experimental research design. प्रयोगात्मक शांच अभिकला के प्रकारों की विवेचना कीजिए ।
- Discuss the different types of variable construct.
 चर के विभिन्न प्रकारों की विवेचना कीजिए ।
- Examine the characteristics of a good hypothesis
 एक उल्कृष्ट परिकटमना की विशेषताओं का परीक्षण कीजिए ।
 Write short notes of the following:
 দিন্দলিবিকার ঘर सक्षित হিশাখনী নিবিজ্ –

(a) Function of a hypothesis (परिकट्यना के कार्य)
(b) Correlated research design (सहसम्पन्ध शोध अभिकट्य)
কৰ্মক

EXAMINATION PROGRAMME-2015

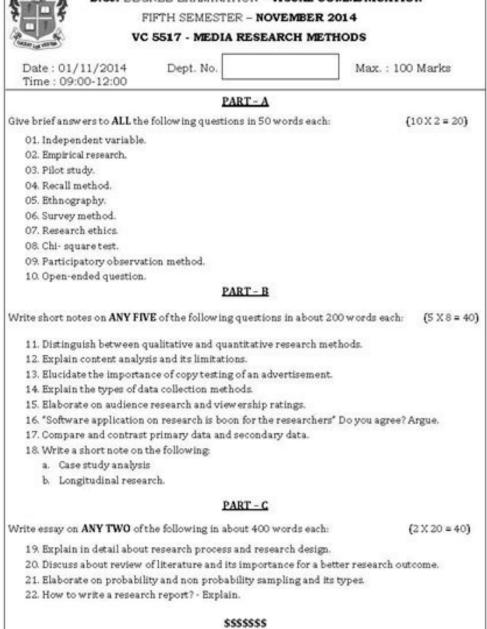
B.A (Part-III) Economics, Hindi, Journalism & Mass Communication,
Political Science, Psychology, Social Work & Tourism Honours

Date Papers

Examination Centre

LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.Sc. DEGREE EXAMINATION – VISUAL COMMUNICATION



B. Sc	DEGREE EXAMINATION - VISUAL C THIRD SEMESTER - APRIL 20 CO 3100 - PRINCIPLES OF MAR	16
Date: 06-05-2016 Time: 09:00-12:00	Dept. No.	Max.: 100 Marks
Answer all the questions:	SECTION-A	(10 x 2 = 20 Marks
	ata balana	
Explain the following concept 1. Marketing	ots orieny:	
2. Services		
3. Marketing Myopia		
4. Target Market		
Marketing Information Sys	tem.	
Consumer market		
Penetration Pricing		
8. Advertising		
9. Direct marketing		
10. Marketing ethics		
	SECTION-B	$(4 \times 10 = 40 \text{ Mark})$
Answer any FOUR question	s:	
13. What are the steps involve 14. Explain marketing mix in 15. Explain the various reason	rs that could affect pricing decisions? ed in communication process? detail s for a product failure. ion? Explain the different methods of mark	et segmentation
	SECTION-C	(2 x 20=40 Mark
Answer any TWO questions		
	eting environmental forces that affects the g	global marketers
Analyse the various meth	ods of pricing elaborately.	
20. Explain the steps involve	d in new product development with exampl	es
 Describe the different pro 	motion mixes available for the marketers.	

MATHEMATICS

Time: Two Hours (8.30 AM - 10.30 AM) Max. Marks: 60

NOTE:-

- 1. Answers must be written in English or the medium of instruction of the candidate in High school.
- 2. Answer to each question should begin on a fresh page, and rough work must be enclosed with answer book.
- Attempt all questions.
- 4. There is no negative marking.
- 5. Answer all parts of a question at one place.
- 6. Use of calculators, slide rule, graph paper and logarithmic, trigonometric and statistical tables is not permitted

Note: All answers to questions in Section-A, Section-B, Section-C must be supported by mathematical arguments unless explicitly exempted.

SECTION-A

- I. This section has Five questions. Each question is provided with five alternative answers. Only one of them is the correct answer. Indicate the correct answer by A.B.C.D.E. Order of the questions must be maintained. (5x2 =10 MARKS)
- Δ ABC has integral sides AB, BC measuring 2001 units and 1002 units respectively. The number of such triangles is

A) 2001 B) 2002

C) 2003

D) 2004 E) 2005

2. Let m = 2001!, n = 2002 x 2003 x 2004. The LCM of m and n is

In case of any discrepancy in KVPY 2021 hall ticket, students should contact officials. Other than this, the merit list of IISER 2022 will also be prepared on the basis of different categories. The authorities releases a separate merit list of IISER 2022 will also be prepared on the basis of different categories. IISER 2022 merit list and cutoff through the official website of IISER. IISER Merit List 2022The exam conducting authorities will release a separate IISER 2022 cutoff for candidates applying through different channels. The admit card has all the details of the exam centre. Read the article to know the KVPY admit card 2021 date, website and other details. KVPY 2022 admit card can be downloaded from the officials are: School/College IDAadhar CardPassportHow to Recover KVPY 2021 Login Password?If a student forgot the login password, in that case, follow these steps to retrieve the KVPY 2021 admit card. Stay up-to date with IISER aptitude Test News It should be noted that IISER aptitude test. Aspirants will be able to access the IISER merit list 2022 by logging in to the portal with their registered email and password. Students can use them to calculate their probable score. Candidates can check the method of preparation of IISER 2022 merit list based on three channels mentioned below. Students should carry a valid photo ID proof along with the printout of KVPY hall ticket 2021-22 while appearing for the exam. Candidates shortlisted on the basis of the merit list and cutoff of IISER 2022 will be eligible to participate in the counselling process. This merit list is prepared on the basis of the merit list and cutoff of IISER 2022 will be eligible to participate in the counselling process. This merit list is prepared on the basis of the merit list and cutoff of IISER 2022 will be eligible to participate in the counselling process. through either KVPY or JEE Advanced 2022. Thus, the authorities will release a separate IISER merit list and cut off 2022 for candidates applying through different channels of admission. Fellowships are awarded to students interested in basic science. KVPY Hall Ticket 2021 DatesParticularsDetailsKVPY Admit Card Release DateMay 5, 2022KVPY 2021 Exam DateJanuary 9, 2022May 22, 2022KVPY Result dateAround a month after the KVPY examHow to Download KVPY 2021 admit card? Candidates should follow the below step-wise process to download the KVPY 2021 admit card? Candidates should follow the below step-wise process to download the KVPY 2021 admit card? Candidates should follow the below step-wise process to download the KVPY 2021 admit card? Candidates should follow the below step-wise process to download the KVPY 2021 admit card? Candidates should follow the below step-wise process to download the KVPY 2021 admit card? Candidates should follow the below step-wise process to download the KVPY 2021 admit card? 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KVPY Exam Centres 2021 StateCityBiharPatna, Bhagalpur, Muzaffarpur,ChhattisgarhBilaspur, Bhilai Nagar, RaipurJharkhandDhanbad, Bokaro, Jamshedpur, RanchiOrissaBhubaneshwar, Rourkela, Sambalpur, Cuttack, BerhampurArunachal PradeshNaharlagunAssamGuwahati, Silchar, Dibrugarh, TezpurManipurImphalMeghalayaShillongTripuraAgartalaWest BengalAsansol, Burdwan, Durgapur, Hoogly, Kalyani, Kolkata, SiliguriChandigarhChandigarhChandigarhDelhiNew DelhiHaryanaAmbala, Faridabad, Gurugram, Hisar, Karnal, Kurukshetra, Rohtak, SonipatJammuPunjabAmritsar, Bhatinda, Jalandhar, Ludhiana, Mohali, PatialaRajasthanAjmer, Bikaner, Jaipur, Jodhpur, Sikar, UdaipurUttar PradeshAgra, Bareilly, Ghaziabad, Gorakhpur, Jhansi, Kanpur, Lucknow, Meerut, Moradabad, Noida, Prayagraj, VaranasiUttarakhandDehradun, Haldwani, RoorkeeAndhra PradeshRajahmundry, Vijayawada, Tirupathi, Visakhapatnam, Kurnool, KarnatakaHaliyal, Belagavi, Bengaluru, Chikkamangaluru, Davanagere, Bidar, Chikkaballapura, Dharwad, Kalaburagi, Hassan, Hubballi, Mangaluru, Mysuru, Udupi, Puttur, ShivamoggaTelanganaHyderabad, WarangalKeralaAlappuzha, Ernakulam, Idukki, Kannur, Kasaragod, Kollam, Kottayam, Kozhikode, Malappuram, Palakkad, Pathanamthitta, Thiruvananthapuram, ThrissurPuducherryPuducherryPuducherryPuducherryTamil NaduTiruchirappalli, Tirunelveli, Vellore, Chennai, Coimbatore, Kanchipuram, Madurai, Nagercoil, SalemGoaMapusa, PanajiGujaratAhmedabad, Anand, Gandhinagar, Rajkot, Surat, VadodraMadhya PradeshBhopal, Indore, Gwalior, Jabalpur, UjjainMaharashtraJalgaon, Amaravati, Aurangabad, Kolhapur, Mumbai, Nagpur, Nashik, Navi Mumbai, Pune, ThaneThere are several coaching institutes that release the answer key of the exam on the same day. Eligibility Criteria of IISER 2022 before applying for the exam. It is mandatory to read all the instructions carefully to avoid any further inconvenience. Exam CityKVPY StreamSignatureRoll NumberName of Application NoDate of BirthPhoto of the candidateCentreExam DateExamination TimeVenue of Application NoDate of Ap PointsStudents should check their admit card all the instructions and check details. Make sure all details are correct, signature and photograph are clear. Ensure there is no discrepancy in the admit card before printing it. KVPY Exam Pattern 2021 How to correct mistakes in KVPY Admit Card 2021-22? If any discrepancy is found in KVPY. 2021 hall ticket, then a student can connect with IISc at the helpline given below: Phone number(s): (080) 22932975 / 76, (080)23601008Email ID: applications.kvpy@iisc.ac.inDocuments to carry with KVPY 2021 Admit CardStudents need to carry KVPY hall ticket 2021-22 along with valid ID proof. IISER Merit List and Cutoff 2022 - Joint Action Committee, IISER Thiruvananthapuram releases the merit list and cutoff of IISER admission 2022. Go to the KVPY login page. Look for the 'Forgot Password' tab, click on it. Enter the asked details like User ID, security pin displayed and click on the login button. Students will receive the password on their registered email and mobile number. Use these details to login and complete the KVPY 2021 admit card download. KVPY Admit card 2021-22 Exam Day Instructions Students can check the exam day instructions on the official website: kvpy.iisc.ernet.in. Click on the 'KVPY admit card. Steps for KVPY 2021 Admit card Download Exam Day Instructions on the official website of IISc as well as on the KVPY admit card. admit card 2021 download' link. Enter User ID and Password in the KVPY login pageNow, Click on the admit card download by clicking on the admit card button, as shown below: A pdf file will start to download which comprises KVPY hall ticket 2021-22. Watch the following video to know how to download KVPY hall ticket SVPY 2021 hall ticket download login window will look like as shown below: Details Mentioned on KVPY Admit Card 2021-22Below are some tips that students can follow to crack the interview. Important Note: There will be no interview in KVPY 2021. IISER 2022 Merit List- KVPY and JEE Advanced ChannelThe authorities will prepare a separate merit list of IISER 2022 for candidates who score equal to or above the cutoff of IISER 2022 will be eligible to participate in the counselling and seat allotment process. However, the official KVPY answer key 2021 is released by IISc Banglore. The admit card of KVPY 2021 contains the student photo, name, KVPY exam centre address, roll number, and other details. KVPY Interview Admit Card 2021-22IISc conducts the KVPY interviews for qualified candidates. The interview call letter will be available on the official website, students need to login using user ID and password. Interviews will be held approximately at 20 centres. Students need to have their admit card while appearing for the interview and tries to gauge a student's interest in basic science. Brush up the concepts, clear basics, and topics especially ones that they have more of an interest in. Carry all asked documents to avoid any inconvenience. Be polite, answer clearly and be elaborative if needed, Be well-groomed for the interview. Read More - It is quite a student-friendly and not formidable. We have provided a direct link for KVPY admit card 2021-22 download through login. Download KVPY Admit card 2021-22. Students will need to login with a User ID & password to get KVPY 2021 hall ticket. KVPY Admit Card 2021-22 Dates KVPY Admit Card 2021-22. Students will need to login with a User ID & password to get KVPY 2021 admit card is not acceptable at the exam centre. Read the full article to know more about the IISER merit list and cutoff 2022. Earlier, the KVPY hall ticket 2021-22 was released on October 7 & December 22, 2021, respectively. The following table can be referred to know about the eligibility criteria of IISER 2022. This merit list is prepared on the basis of marks secured by the candidates in KVPY (marks in 10+2 and KVPY fellowship) and JEE Advanced 2022. Students are advised to reach the exam centre at least an hour before the commencement of exam. The seat and room arrangement will be displayed in the centre premises, check it carefully. Do not carry any prohibited items like mobile phones, calculators, or any other electronic device. KVPY Exam Centres 2021-22The KVPY exams are conducted across the country in different cities. No candidate will be eligible for final allotment if he/she does not fulfill the minimum IISER 2022 eligibility criteria. IISER 2022 Eligibility Criteria Channel of Admission Eligibility Criteria SCB Channel Candidates must have passed 10+2 level with science stream in 2021 or 2022. Candidates will also be considered. JEE Advanced ChannelCandidates must have secured a rank within 15000 in the common rank list (for candidates belonging to GEN/OBC categories) or in the respective categories) or in the respective categories or in the respective categor GEN/OBC and OBC-NCL categories and 55% for SC/ST/PWD in any recognized board. IISER 2022 Seat Matrix KVPY admit card for KVPY on May 5, 2022. Below, we have all related dates to the KVPY 2021 admit card release date. Candidates can check the sample image of KVPY admit card 2021-22. 22 which is given below to get a better idea of the same. IISER Cutoff 2022The cutoff of IISER 2022 is the minimum marks/ranks that a candidate is required to obtain in order to get admission in any of the 7 participating institutes of the exam. Below is the list of last year's exam centres. Candidates will be able to check their merit score by logging in to the portal through their registered email and password.

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