

D 50021

(Pages : 3)

Name.....

Reg. No.....

**FIFTH SEMESTER (CUCBCSS—UG) DEGREE EXAMINATION
NOVEMBER 2023**

B.Com.

BCM 5B 08—BUSINESS RESEARCH METHODS

(2018 Admissions)

Time : Three Hours

Maximum : 80 Marks

Part I

Fill in the blanks :

1. SPSS is an acronym of _____.
2. Full form of ANOVA _____.
3. A true representation of population is known as _____.
4. Random sampling is also called _____.
5. A _____ is a subset of a population

Choose the correct answer :

6. Business research means finding out new knowledge in the field of :
 - a) Communication.
 - b) Business.
 - c) Management.
 - d) Administration.
7. The two main types of research are :
 - a) Probability and non probability.
 - b) Questionnaire and survey.
 - c) Qualitative and quantitative.
 - d) Direct and indirect.
8. The beginning state of any research is :
 - a) Trial and error.
 - b) Experimentation.
 - c) Observation.
 - d) Hypothesis formulation.

Turn over

9. The most important thing a researcher has to focus is :
- Coming up with a research problem.
 - Popularising the research findings.
 - Finding the most scientific solution for research.
 - Focusing on research publications more.
10. In which type of research 'control group' is formed :
- Descriptive research.
 - Ethnographic research.
 - Experimental research.
 - Action research.

(10 × 1 = 10 marks)

Part II (Short Answer Questions)

Answer any **eight** out of the ten questions in two **or** three sentences.
Each question carries 2 marks.

- What is meant by business research ?
- Give the meaning of null hypothesis with an example.
- What do you mean by variable in research ?
- What is exploratory research ?
- Give the meaning of research design.
- Mention the meaning of validity in research.
- What is meant by primary data ?
- What is secondary data ?
- Mention the meaning of sampling plan ?
- Give any *three* differences between probability and non probability sampling methods.

(8 × 2 = 16 marks)

Part III (Short Essay Questions)

Answer any **six** out of the eight questions in about 200 words.
Each question carries 4 marks.

- Discuss the steps involved in the processing of data in research.
- 'Research involves a systematic process which involves many steps.' Explain.

23. Distinguish between primary data and secondary data.
24. Discuss the meaning of experimental research with the help of a practical example.
25. Explain in brief the importance of conducting review of related literature briefly.
26. What is a research problem ? Discuss the major sources of research problem.
27. What are the different types of research report ?
28. Write a short note on the criteria of a good research.

(6 × 4 = 24 marks)

Part IV (Essay Questions)

*Answer any **two** out of the three questions in about 800 words.*

Each question carries 15 marks.

29. 'An investigator should follow some format specifications for writing a research report.' Describe.
30. 'Probability sampling techniques are preferred more than non-probability sampling techniques. Elucidate the statement by discussing different types of probability sampling techniques.
31. 'Preparing a good questionnaire needs commitment and effort.' Explain the above statement by discussing the points to be considered for developing a good questionnaire.

(2 × 15 = 30 marks)

D 50021-A

(Pages : 4)

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(2018 Admissions)

(Multiple Choice Questions for SDE Candidates)

Time : 15 Minutes**Total No. of Questions : 20****Maximum : 20 Marks****INSTRUCTIONS TO THE CANDIDATE**

1. This Question Paper carries Multiple Choice Questions from 1 to 20.
2. The candidate should check that the question paper supplied to him/her contains all the 20 questions in serial order.
3. Each question is provided with choices (A), (B), (C) and (D) having one correct answer. Choose the correct answer and enter it in the main answer-book.
4. The MCQ question paper will be supplied after the completion of the descriptive examination.

BCM 5B 08—BUSINESS RESEARCH METHODS
(Multiple Choice Questions for SDE Candidates)

1. Business research means the discovery of new knowledge in the field of _____.
(A) Management. (B) Administration.
(C) Business. (D) None of these.
2. _____ is regarded as reasoning from the general to particular
(A) Induction. (B) Deduction.
(C) Rational. (D) None of these.
3. _____ research deals with practical problems.
(A) Basic. (B) Exploratory.
(C) Applied. (D) Experimental.
4. The objective of _____ research is to test hypotheses about cause and effect relationships.
(A) Formulative. (B) Causal.
(C) Descriptive. (D) None of these.
5. _____ is a tentative explanation for an observation, phenomenon, or scientific problem that can be tested by further investigation.
(A) Theory. (B) Concept.
(C) Construct. (D) Hypothesis.
6. In business research, attitudinal data obtained from rating scales are often treated as _____ data.
(A) Nominal. (B) Ordinal.
(C) Interval. (D) Ratio.
7. A _____ is a list of the sources used by the researcher to get information for research report.
(A) Bibliography. (B) Content.
(C) Appendix. (D) None of these.

8. The _____ Scale is known as nominal scale.
- (A) Interval. (B) Ordinal.
(C) Ranking. (D) Ratio.
9. _____ ended questions are called free answer questions.
- (A) Closed. (B) Open.
(C) Multiple choice question. (D) None of these.
10. Research is a _____ endeavor to discover answers to questions.
- (A) Systematic. (B) Collective.
(C) General. (D) None of these.
11. A theory explains and predicts about a _____.
- (A) Phenomenon. (B) Principles.
(C) Formula. (D) None of these.
12. Empirical studies are studies based on _____.
- (A) Imagination. (B) Insights.
(C) Experience. (D) Events.
13. In _____ Surveys, researchers are interested in variation.
- (A) ad hoc. (B) Permanent.
(C) Longitudinal. (D) Cross- sectional.
14. Measurement validity is also called _____ Validity.
- (A) Internal. (B) Ecological.
(C) External. (D) Construct.
15. The first step in statistical activity is the _____.
- (A) Publication of report. (B) Processing of data.
(C) Analysis of data. (D) Collection of data.

Turn over

16. Respondent errors and administrative errors are examples of _____.
- (A) Sampling error. (B) Standard error.
(C) Non-sampling error. (D) Standard deviation.
17. The ranks obtained by students will be measured on the basis of _____ scale.
- (A) Nominal. (B) Ordinal.
(C) Interval. (D) Ratio.
18. The _____ Validity refers to the degree to which the actual program reflects the ideal.
- (A) Construct. (B) Face.
(C) Concurrent. (D) External.
19. A researcher uses paired comparison scaling techniques to measure consumer preference between 7 brands of toilet soaps. He will present _____ pairs of brands to the respondents.
- (A) 14. (B) 21.
(C) 35. (D) 18.
20. A _____ scale is used to draw out a yes or no answer.
- (A) Likert. (B) Rating.
(C) Dichotomous. (D) Category.