FIFTH SEMESTER B.Com./B.B.A. DEGREE EXAMINATION, NOVEMBER 2014

(UG–CCSS)

Core Course

BC 5B 08 / BB VB 08—BUSINESS RESEARCH METHODS

Time : Three Hours   Maximum : 30 Weightage

Part A

Answer all **twelve** *questions.*

I. Fill in the blanks :

    1   A part of the population selected for study is known as ————.

    2   ———— is a comprehensive master plan of the research study.

    3   ———— research is also called fundamental research.

    4   ———— is the sequential and systematic procedure of conducting a research.

II. Choose the correct answer :

    5   The sample size should be :

        (a)   As small as possible.

        (b)   As large as possible.

        (c)   Representative of the universe as possible.

        (d)   Minimum 30.

    6   Which one of the following is a measure of central tendency ?

        (a)   Mean.   (b)   Dispersion.

        (c)   Range.   (d)   Correlation.

    7   The process of checking and verifying data to detect and correct errors and omission is called :

        (a)   Coding.   (b)   Recording.

        (c)   Editing.   (d)   Analysing.

    8   It is not a method of data collection :

        (a)   Schedule.   (b)   Questionnaire.

        (c)   Interview.   (d)   Examination.

                                                                    Turn over

III. Answer in *one word* :

9   Detail description of certain functional variables and characteristics of a problem situation

10   A list of well-framed questions deemed to be answered by the respondents.

11   Research related to some abstract idea or theory.

12   It is prepared and is filled by investigator himself.

(12 × ¼ = 3 weightage)

Part B

Answer the following in **one** *or* **two sentences** *each.*
Answer **all** *questions.*
Each question carries a weightage of 1.

13   Describe the merits and demerits of interviews.

14   How descriptive research is different from applied research ?

15   How will you select a research topic ?

16   Differentiate between Probability and Non-probability sampling.

17   Describe the relevance of observation in collecting information for research.

18   Functions of a research design.

19   What are the qualities of a researcher ?

20   What are the requisites of a good report ?

21   Discuss the principal objectives of social research.

(9 × 1 = 9 weightage)

Part C (Short Essays or Paragraph Questions)

Answer any **five** *questions.*
Each question carries a weightage of 2.

22   What is a research problem ? What are the main issues in formulating a research problem ?

23   Discuss in brief various methods of sampling.

24   Distinguish between research methods and research methodology.

25   What is questionnaire ? What are the precautions necessary whole formulating questions ?

26   Explain the meaning and significance of a research design.

27   Explain the role of research in management decision-making.

28   Discuss the advantages of sampling over census method of data collection.

(5 × 2 = 10 weightage)

Part D (Essay Questions)

Answer any **two** *questions.*
Each question carries a weightage of 4.

29 Explain the various phases in a research process.

30 Describe the various methods of collecting primary data and comment on their relative advantages and disadvantages.

31 Give the meaning of research. What are the different types of research ?

(2 × 4 = 8 weightage)