

**16U573**

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Name: .....

Reg. No.....

**FIFTH SEMESTER B.Com./BBADEGREE EXAMINATION, NOVEMBER 2018**

(CUCBCSS-UG)

**CC15U BC5 B08 / CC15U BB5 B08 - BUSINESS RESEARCH METHODS**

(Commerce & Business Administration Core Course)

(2015-Admission onwards)

Time: Three Hours

Maximum: 80 Marks

**PART I**

Answer *all* questions. Each question carries 1 mark.

(A) Fill in the blanks:

1. .... is a list of sources used by the researcher to get information for research report
2. If one variable depends upon another variable, it is termed as .....
3. .... data can be obtained by communication or by observation
4. .... is the middle value in the distribution when it is arranged in descending or ascending order.
5. The ..... study is always adopted where only little knowledge or information about a problem is available.

(B) Multiple choices:

6. .... is a set of logically interrelated statements in the form of empirical assertions about properties of infinite class of events or things
  - a. Abstract
  - b. Theory
  - c. Conclusion
  - d. None of these
7. .... is a method or technique or an approach of exploring or analysing the life of a social unit
  - a. Preliminary Study
  - b. Secondary study
  - c. Case study
  - d. None of these
8. .... surveys gather data over a period of time.
  - a. Cross sectional
  - b. Longitudinal
  - c. Sample
  - d. None of these
9. .... scale is used to draw out a 'Yes' or 'No' answer.
  - a. Likert
  - b. Semantic
  - c. Dichotomous
  - d. Rating
10. .... is the process of summarizing raw data and displaying it in a compact form for further analysis.
  - a. Classifying
  - b. Tabulation
  - c. Coding
  - d. Editing

**(10 x1 = 10 Marks)**

**Part II**

Answer any *eight* questions. Each question carries 2 marks.

11. What is an intervening variable?

12. What is pilot study?
13. Define sampling design.
14. What is descriptive research?
15. What is a questionnaire?
16. What is scaling?
17. What is data processing?
18. Explain type I error?
19. What is a technical report?
20. What is meant by 'Hypothesis'?

**(8 x 2 = 16 Marks)**

### **Part III**

Answer any *six* questions. Each question carries 4 marks.

21. Explain Induction and Deduction approach in business research.
22. What are the main sources of data for business research?
23. What are the important non probability sampling techniques?
24. What are the different types of sampling errors?
25. Explain the criteria for good measurement.
26. What are the different types of ranking scales?
27. Explain the steps of testing of a hypothesis.
28. Explain survey method with suitable example.

**(6 x 4 = 24 Marks)**

### **Part IV**

Answer any *two* questions. Each question carries 15 marks.

29. Business research is intended to find out things about business matters in a systematic way. Explain the different phases of business research.
30. What is measurement scale? Explain different types of measurement scales used in research.
31. The research report may be presented either in the form of dissertation or in the form of thesis. Explain the format used for report presentation.

**(2 x 15 = 30 Marks)**

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