

17U543

(Pages: 2)

Name:

Reg. No.....

FIFTH SEMESTER B.Com./B.B.A. DEGREE EXAMINATION, NOVEMBER 2019

(Regular/Supplementary/Improvement)

(CUCBCSS-UG)

CC15U BC5 B08/CC16U BC5 B08/CC17U BC5 B08/CC15U BB5 B08/CC16U BB5 B08

BUSINESS RESEARCH METHODS

(Core Course)

(B.Com. & B.B.A. 2015 Admission onwards)

Time: Three Hours

Maximum: 80 Marks

PART A

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

Fill in the blanks:

1. Social status of a respondent is measured on the basis of _____ scale.
2. 'ibid' is known as _____
3. _____ research is also called fundamental research.
4. A facilitator is included in _____ studies.
5. The greater the sample size, the smaller the _____

Multiple Choice:

6. _____ Research is fact – finding Investigation.
a) Formulative b) Casual c) Descriptive d) None of these
7. A theory explains and predict about a _____
a) Phenomena b) Principles c) Formula d) Construct
8. _____ often is used to measure causality.
a) Experiment b) Survey c) Research Design d) Sampling
9. In statistics, a _____ is a graphical display of tabulated frequencies
a) Histogram b) Bar Diagram c) Pictogram d) Graph
10. The term _____ is used to indicate measuring something.
a) Scaling b) Ratio c) Rating d) Category

(10 x 1 = 10 Marks)

PART B

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

11. What do you mean by Type I Error?
12. What is a Pilot study?
13. What do you mean by Dichotomous Questions?

14. What is snowball sampling?
15. Explain the term Null Hypothesis.
16. What do you mean by bibliography?
17. What is a Likert scale?
18. What is a hypothesis?
19. Explain literature review.
20. What is causal research?

(8 x 2 = 16 Marks)

PART C

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

21. What are the areas of business research?
22. What are the qualities of a good researcher?
23. What are the essentials of good measurement scales?
24. What are the guidelines for preparing a questionnaire?
25. Briefly explain the data processing stages.
26. Differentiate between Induction and Deduction.
27. Explain the types and methods of survey.
28. Briefly explain the format of a Research Report.

(6 x 4 = 24 Marks)

PART D

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

29. What are the various tools used for statistical analysis in Business Research? Explain.
30. What is sampling design? Explain the probability and non-probability sampling techniques.
31. Explain the process of business research.

(2 x 15 = 30 Marks)
