FIFTH SEMESTER B.Com./B.B.A. DEGREE EXAMINATION, NOVEMBER 2020

(CUCBCSS-UG)

(Regular/Supplementary/Improvement)

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.

A. Fill in the blanks:

1. ……………. is the process of summarizing raw data and displaying it in a compact form for further analysis?

2. ……………. is a concept that is not directly observable.

3. A deductive reasoning works from general to particular, it is called …………….

4. The specific value of a variable is called …………….

5. Variables that contain data have only two categories are called …………….

B. Multiple choice:

6. Survey is an important ……………. of research.

   (a) Manipulation   (b) method   (c) result   (d) event

7. Sample means a ……………. part of an entire population.

   (a) Small   (b) large   (c) sizable   (d) representative

8. Classification is the process of reducing large mass of data in to ……………. group for meaningful analysis.

   (a) Various   (b) heterogeneous   (c) homogeneous   (d) different

9. ……………. is the best way of reflecting the central tendency of a set of scores where the scores themselves are measured on a nominal scale.

   (a) Mode   (b) median   (c) mean   (d) range

10. Rejecting a true null hypothesis is committing a …………….

    (a) type- I error   (b) type-II error   (c) type- III error   (d) sampling error

(10 x 1 = 10 Marks)

Part B

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

11. What is Cross sectional study?
12. What is meant by validity?
13. What is Secondary data?
14. Define Business Research.
15. What do you mean by Contingency Table?
16. What is Mean?
17. What is an intervening variable?
18. What is Judgmental Sampling?
19. What is Type II Error?
20. What is Ordinal scale?

(8 x 2 = 16 Marks)

Part C

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

21. What are the good qualities of a hypothesis?
22. What are the factors affecting the Research design?
23. What is the difference between Induction and Deduction Theory?
24. Explain the characteristics of Observation Method.
25. What are the features of Exploratory Research?
26. What are the different types of variables?
27. Discuss the application of interval and ratio scale in research.
28. Distinguish between Exploratory and Descriptive Research.

(6 x 4 = 24 Marks)

Part D

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

29. What are the different methods used for collecting primary data? Discuss its merits over secondary data collection.
30. What is data analysis? Explain the tools and techniques of statistics used in research analysis?
31. What is Research design? What are its types?

(2 x 15 = 30 Marks)

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