19U543S (Pages: 2) Name: …………….……

Reg. No: …………….……

FIFTH SEMESTER B.Com. DEGREE EXAMINATION, NOVEMBER 2021
(CUCBCSS-UG)
CC17U BC5 B08 - BUSINESS RESEARCH METHODS
(Commerce – Core Course)
(2017, 2018 Admissions – Supplementary/Improvement)

Time: Three Hours   Maximum: 80 Marks

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

Fill in the blanks:

1. --------------- is a set of logically interrelated statements in the form of empirical assertions about properties of infinite class of events or things.

2. -------------- is regarded as reasoning from general to particular.

3. The -------------- research leads to discovery of new theories and development of existing theories

4. -------------- surveys gather data over a period of time.

5. When a proposition is formulated for empirical testing , it is called --------------

6. A -------------- study is a small scale preliminary study conducted before the main research, in order to check the feasibility or to improve the design of the research.

7. -------------- is an experiment conducted in real life situation.

8. Op.cit denote ---------------

9. Plan of study of a researcher is called the --------------

10. -------------- data can be obtained by communication or by observation**.**

(10 × 1 = 10 Marks)

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

11. What is a research report?

12. What is a schedule?

13. What do you mean by snowball sampling?

14. What is central editing?

15. What do you mean by open-ended questionnaire?

16. What is sampling error?

17. What is Hypothesis?

18. What do you mean by bibliography?

19. Define business research.

20. What are the univariate tools for analysis?

(8 × 2 = 16 Marks)

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

21. What are the steps in sample design?

22. What are the requisites of a good report?

23. What are the contents of a questionnaire?

24. What are the measures of central tendency?

25. Explain the uses of graphs and diagrams in research.

26. What are the types of research?

27. Explain the importance of ethics in business research.

28. Differentiate between probability and non probability sampling.

(6 × 4 = 24 Marks)

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

29. What is measurement scale? Explain the different types of measurement scales used in research.

30. Explain the important statistical tools that are applied in statistical analysis

31. What is reporting? What are the different stages in the preparation of a report?

(2 × 15 = 30 Marks)

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