FIFTH SEMESTER B.Com./B.B.A. DEGREE EXAMINATION, NOVEMBER 2021
(CUCBCSS-UG)
CC16U BC5 B08/CC15U BB5 B08 - BUSINESS RESEARCH METHODS
(Core Course)
(B.Com. 2016 Admission – Supplementary)
(B.B.A. 2015 to 2018 Admissions – Supplementary/Improvement)

Time: Three Hours   Maximum: 80 Marks

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

1. A .... is a list of the sources used by the researcher to get information for research report?

   a. Bibliography   b. Content   c. Appendix   d. None of these

2. .... is a most common measure of central tendency

   a. Mode   b. Median   c. Mean   d. Range

3. Data processing consists of ...., coding and tabulation

   a. Editing   b. Entry   c. Classification   d. None of these

4. .... scale is used to draw out a Yes or No answer

   a. Lickert   b. Rating   c. Dichotomous   d. category

5. Plan of study of researcher is called ....

   a. Research design   b. Research method

   c. Research procedure   d. Research problem

6. .... test is used when sample size is more than 30 members.

7. .... research is fact finding investigation.

8. .... research deals with practical problems.

9. Random sampling is also called .... sampling

10. Coding is the ....stage in data processing.

(10 × 1 =10 Marks)

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

11. What is pure research?

12. What is a case study?

13. What are the important sources of data?

14. What is observation?

15. Name any two measurement scale?

16. What is Pie-chart?

17. What is meant by Type I error?

18. What is open-ended question?

19. What do you mean by editing?

20. Define research?

(8 × 2 = 16 Marks)

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

21. Define Research? What are its characteristics?

22. What are the merits of secondary primary of data?

23. What are the features of observation method?

24. Explain the characteristics of a good research report.

25. What is interpretation?

26. What are the different types of measuring scales?

27. What are the merits of survey?

28. What are the contents in Questionnaire?

(6 × 4 = 24 Marks)

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

29. What is research report? What are the essential stages of successful report writing?

30. What is random sampling? What are the methods of random sampling?

31. Explain the importance of conducting business research?

(2 × 15 = 30 Marks)

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