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Name...

Reg. No.....................................

FIFTH SEMESTER B.Com./B.B.A. DEGREE EXAMINATION
NOVEMBER 2015

(U.G.—CCSS)

Core Course

BC 5B 08/BB VB 08—BUSINESS RESEARCH METHODS

Time : Three Hours

Maximum : 30 Weightage

Part A

*This part consist of **three** bunches of questions carrying equal weightage.*

*Each bunch has **four** questions.*

*Answer all **twelve** questions.*

A. Choose the correct answer from the brackets :

1 Theory explains and predicts about a :

    (a) Phenomenon.
    (b) Principle.

    (c) Conclusion.
    (d) None of these.

2 Title given to rows is known as :

    (a) Caption.
    (b) Heading.

    (c) Stub.
    (d) None of these.

3 If study is related to one variable it is called :

    (a) Bivariate.
    (b) Multivariate.

    (c) Univariate.
    (d) Correlation.

4 A complete survey of population is known as :

    (a) Census.
    (b) Sample.

    (c) Panel.
    (d) Trend.

B. Fill in the blanks :

5 ———— ended questions are called free answer questions.

6 Random sampling is also called ————.

7 ———— is the process of recording the classified facts in rows and columns.

8 A list of special terms and phrases used in research is given in the research report in the form of a ————.

Turn over

C. Answer in *one word* :

    9   Which is the experiment that is conducted in a specifically created situation ?

   10   Name the type of chart in which data are represented in circle form.

   11   Give another name for end note.

   12   Which error occurs due to the faulty selection of sampling method ?

(12 × ¼ = 3 weigh

Part B

*Answer all the **nine** questions in one **or** two sentences each.*
Each question carries 1 weightage.

   13   Define Research.

   14   What do you mean by deduction ?

   15   What is hypothesis ?

   16   Define Theory.

   17   What is a variable ?

   18   What is basic research ?

   19   What is nominal scale ?

   20   What is sampling error ?

   21   What is coding ?

(9 × 1 = 9 weigh

Part C

*Answer any **five** questions in not more than **one page** each.*
Each question carries 2 weightage.

   22   Mention the various steps involved in defining and formulating a Research problem.

   23   What are the various sources of Secondary data ?

   24   What are the different types of Classification of Data ?

   25   What are the uses of Graphs and Diagrams ?

   26   State the qualities of good Research report.

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27 Distinguish between Simple random sampling and Deliberate sampling.

28 What is Questionnaire ? What are advantages and disadvantages of Questionnaire method ?

(5 × 2 = 10 weightage)

Part D

Answer any two questions.
Each question carries 4 weightage.

29 What is Research ? What are the different types of Research ?

30 What is sampling ? Explain various types of sampling methods.

31 What is Analysis of Data ? Discuss in detail various statistical tools for analysis of data.

(2 × 4 = 8 weightage)