17U540   (Pages: 2)   Name……..….…………...

                                                        Reg. No…..……………….

FIFTH SEMESTER B.Com. PROFESSIONAL DEGREE EXAMINATION, NOVEMBER 2019
(CUCBCSS-UG)
CC17U BCP5 B05 - BUSINESS RESEARCH METHODS
B.Com. Professional - Core Course
(2017 Admission Regular)

Time: Three Hours   Maximum: 80 Marks

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

A. Choose the correct answer:

1. The chapter that details the way in which the research was conducted is the _____ chapter

    a) Introduction   c) Literature review

    b) Research methodology   d) Data analysis

2. What is a good research? The following are correct except

    a) Purpose clearly defined   c) Research process detailed

    b) Research design thoroughly planned   d) Findings presented ambiguously

3. Every research proposal, regardless of length should include two basic sections. They are:

    a) Research question and research methodology

    b) Research proposal and bibliography

    c) Research method and schedule

    d) Research question and bibliography

4. Secondary data can almost always be obtained more quickly and at a lower cost than _____ data.

    a) Tertiary   b) Collective   c) Research   d) Primary

5. The purpose of _____ research is to help in the process of developing a clear and precise statement of the research problem rather than in providing a definitive answer.

    a) Marketing   b) Causal   c) Exploratory   d) Descriptive

B. Fill in the blanks:

6. Original source from which researcher directly collects the data that has not been previously collected is called _____

7. The university book shop selects 200 of its more than 8000 customers to participate in a study on service quality in the shop. The book Shop has established a _____ for use in its research.

8. The type of sampling that Mr. Weber would use to draw a sample that is not biased is _____

9. _____ Involves the orderly and systematic representation of numerical data in a form designed to elucidate the problem under consideration

10. ANOVA is the abbreviation of _____

(10 x 1 = 10 Marks)

Part - B (Short Answer Questions)
Answer any *eight* questions. Each question carries 2 marks

11. What is Ex post facto research?
12. What is multi stage sampling?
13. Distinguish between research method and research methodology.
14. Differentiate dependent and independent variables.
15. What is controlled observation?
16. Write any four differences between a Questionnaire and a Schedule.
17. What is coding?
18. What are index numbers?
19. What do you mean by interpretation?
20. Explain mean.

(8 x 2 = 16 Marks)

Part - C (Short Essay Questions)
Answer any *six* questions. Each question carries 4 marks

21. What are the objectives of research?
22. Briefly explain the classifications of measurement scales.
23. Write any 4 merits and demerits of telephonic interview.
24. What are the factors to be kept in mind by the researcher while selecting the method of his/her study?
25. Briefly describe the layout of a research report.
26. Explain briefly the steps in defining a problem.
27. Differentiate:
     (a) Quantitative Vs Qualitative research   (b) Applied Vs Fundamental research
28. Explain the need for a research design.

(6 x 4 = 24 Marks)

Part - D (Essay Questions)
Answer any *two* questions. Each question carries 15 marks.

29. What is research? Give a detailed account of the research process.
30. What the different methods of collecting data? Explain in detail the various methods of collecting primary data, particularly in surveys and descriptive researches.
31. Write in detail about the steps in the data preparation process.

(2 x 15 = 30 Marks)

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