

18U540

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Name:

Reg. No.....

FIFTH SEMESTER B Com PROFESSIONAL. DEGREE EXAMINATION, NOV. 2020

(CUCBCSS-UG)

(Regular/Supplementary/Improvement)

CC17U BCP5 B05 - BUSINESS RESEARCH METHODS

(Core Course)

(2017 Admission onwards)

Time: Three Hours

Maximum: 80 Marks

Part - A

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

A. Choose the correct answer:

1. Scale that indicates the relative position of two or more objects or some characteristics is called
 - a) Ranking Scale
 - b) Ordinal Scale
 - c) Arbitrary Scale
 - d) Ratio Scale
2. Original source from which researcher directly collects the data that has not been previously collected
 - a) Primary data
 - b) Secondary Data
 - c) Tertiary Data
 - d) None of these
3. Qualitative methods are probably the oldest of all the scientific techniques, the method of qualitative research is:
 - a) Questionnaire
 - b) Attitude Scales
 - c) Depth Interview
 - d) Observation
4. The main problem in questionnaire is
 - a) Accessible to Diverse Respondent
 - b) Greater Anonymity
 - c) Shows an inability of respondent to provide information
 - d) None of these
5. It is a special non-probability method used when the desired sample characteristic is rare, which sampling
 - a) Panel Sampling
 - b) Snowball sampling
 - c) Convenience sampling
 - d) Purposive Sampling

B. Fill in the blanks:

6. Greg Beck of Quality Market Research tells placement student John to go out and select for personal interview ten men and ten women. Greg is using _____ sampling for this phase of the research.
7. The process of selecting a number of participants for a study in such a way that they represent the larger group from which they were selected is known as _____
8. Stratified sampling is a _____ sampling technique.

