19U538 (Pages: 2) Name: ....

Reg.No: ....

FIFTH SEMESTER B.Com. DEGREE EXAMINATION, NOVEMBER 2021

(CBCSS - UG)

CC19U BCM5 B08 - BUSINESS RESEARCH METHODS

(Commerce - Core Course)

(2019 Admission - Regular)

Time : 2.5 Hours   Maximum : 80 Marks

Credit : 4

Part A (Short answer questions)

Answer *all* questions. Each question carries 2 marks.

1. What is descriptive research?

2. What do you mean by survey literature?

3. What is hypothesis? How is it different from a proposition?

4. What do you mean by construct?

5. What is experimental design?

6. What do you mean by control group?

7. What is dependent variable? Give an example.

8. What do you mean by concurrent validity?

9. What is the law of statistical regularity?

10. What is snow ball sampling?

11. What is inferential data analysis?

12. What do you mean by contigency table?

13. What is an average?

14. What is Factor analysis?

15. What is a popular report?

(Ceiling: 25 Marks)

Part B (Paragraph questions)

Answer *all* questions. Each question carries 5 marks.

16. Explain the objectives of research.

17. Explain the importance of research design.

18. What are the important sources of error in measurement?

19. What are the limitations of mail survey?

20. What is the purpose of schedule?

21. Explain the different types of sampling techniques.

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

23. Explain the importance of ethics in buisness research.

(Ceiling: 35 Marks)

Part C (Essay questions)

Answer any *two* questions. Each question carries 10 marks.

24. Explain the various phases in a research process.

25. What is exploratory research? Explain the important exploratory research methods.

26. Explain the various methods of collecting primary data pointing out its merits and demerits.

27. Explain the essential stages of successful report writing.

(2 × 10 = 20 Marks)

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