

22U545

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Name:

Reg.No:

FIFTH SEMESTER B.Com. DEGREE EXAMINATION, NOVEMBER 2024

(CBCSS - UG)

(Regular/Supplementary/Improvement)

CC19U BCM5 B08 / CC20U BCM5 B08 - BUSINESS RESEARCH METHODS

(Commerce: Finance / Taxation - Core Course)

(2019 Admission onwards)

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 business research?
2. What is exploratory research?
3. What do you mean by survey literature?
4. What is hypothesis?
5. What is extraneous variable?
6. What is a focus group?
7. What do you mean by quasi experimental design?
8. What is internal validity?
9. What is dependent variable?
10. What is itemized rating scale?
11. What is cluster sampling?
12. What do you mean by frequency distribution?
13. What is type I error?
14. What is Factor analysis?
15. What is a technical report?

(Ceiling: 25 Marks)

Part B (Paragraph questions)

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

16. What are the types of variables used in business research?
17. Explain the concepts of reliability and validity in measurement.

18. Explain the merits of using secondary data.
19. Distinguish between participant and non participant observation.
20. What are the different types of questionnaire?
21. Explain the important non probability sampling methods.
22. Explain the principles and methods of tabulation.
23. Explain the importance of ethics in business 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 graphic presentation? What are its uses? Explain the rules for graphical presentation.
26. Explain the important statistical tools that are applied in statistical analysis.
27. Explain the essential stages of successful report writing.

(2 × 10 = 20 Marks)
