22U557 (Pages: 2) Name: …………..………….

Reg. No……………………

FIFTH SEMESTER B.Com. PROFESSIONAL DEGREE EXAMINATION, NOV. 2024

(CUCBCSS-UG)

(Regular/Supplementary/Improvement)

CC17U BCP5 B23 – BUSINESS RESEARCH METHODS

(Core Course)

(2017 Admission onwards)

Time: Three Hours   Maximum: 80 Marks

Part A

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

1. ………… research mainly concerned with generalizations and with the formulation of a theory

   (a) Basic   (b) Exploratory   (c) Applied   (d) Experimental

2. In Business research attitudinal data obtained from rating scales are often treated as ………… data

   (a) Nominal   (b) Ordinal   (c) Interval   (d) Ration

3. Plan of study of a researcher is called the …………

   (a) Research Design   (b) Research Methods

   (c) Research Procedure   (d) Research Problem

4. ………… theory represents the common view of the nature of the relationship between theory and research

   (a) Induction   (b) Deduction   (c) Rational   (d)None of these

5. ………… questionnaire contains definite, concrete and direct questions

   (a) Unstructured   (b) Structured   (c) Closed Form   (d) None of these

6. Combining different methods of sampling is called ………… sampling.

7. A qualitative scale without order is termed as …………

8. ………… is a complex abstraction that is not directly observable.

9. The ………… method involves complete enumeration of all unit of population or universe.

10. ………… research is a preliminary study of a new problem about which the researcher has little or no knowledge.

(10 × 1 = 10 Marks)

Part B (Short Answer Questions)

Answer any *eight* questions. Each question carries 2 marks.

11. What is the importance of randomness in sampling?

12. Evaluate case study method.

13. Define Research.

14. What is research design?

15. Explain any two methods of primary data collection.

16. What is multi-stage cluster sampling?

17. What is Type I error?

18. What is extraneous variable?

19. What is simulation?

20. Explain the meaning of hypothesis.

(8 × 2 = 16 Marks)

Part C (Short Essays)

Answer any **six** questions. Each question carries 4 marks.

21. Define the business research? Explain the main areas where business research is applied.

22. Explain the concept of Induction and Deduction in business research.

23. Discuss the characteristics of interview method.

24. What is descriptive analysis? What is its purpose?

25. What is probability sampling?

26. Explain the criteria for good measurement.

27. What are the various diagrams and charts used for depicting research results?

28. Differentiate between primary and secondary data.

(6 × 4 = 24 Marks)

Part D (Long Essays)

Answer any *two* questions. Each question carries 15 marks.

29. What are the essential stages of successful report writing?

30. Explain different types of business research.

31. Explain the phases of conducting business research.

(2 × 15 = 30 Marks)

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