

23U541

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Name:

Reg.No:

FIFTH SEMESTER B.Com. DEGREE EXAMINATION, NOVEMBER 2025

(CBCSS - UG)

(Regular/Supplementary/Improvement)

CC19UBCM5B08 / CC20UBCM5B08 - 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 a research problem?
2. What is intervening variable?
3. What is pilot survey?
4. What is chort study?
5. What is external validity?
6. What is dependent variable?
7. What is semantic scale?
8. Explain the concept of construct validity.
9. Define data.
10. What is projective technique?
11. What is snow ball sampling?
12. What is class interval?
13. What is histogram?
14. What is statistic?
15. What is discriminant analysis?

(Ceiling: 25 Marks)

Part B (Paragraph questions)

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

16. What are the functions of business research?

17. What are the features of applied research?
18. What are the types of hypothesis?
19. Explain the principles and methods of tabulation.
20. What are the parametric and non parametric test of hypothesis?
21. What are the important types of reports?
22. Explain the structure of main text of a report.
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. Define research design. Explain the various concepts related with research design.
26. Construct a suitable questionnaire containing not more than Twenty questions pertaining to the sales promotion of a company's product.
27. What are the techniques of sampling?

(2 × 10 = 20 Marks)
