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Name: .....

Reg. No: .....

**FIFTH SEMESTER B.Com. PROFESSIONAL DEGREE EXAMINATION, NOV. 2025**

(CUCBCSS-UG)

(Regular/Supplementary/Improvement)

CC17UBCP5B23 – 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:



**(B) Fill in the blanks:**

6. In business research attitudinal data obtained from rating scales are often treated as ..... data.
  7. A hypothesis is a ..... About the predicted relationship among events or variables.
  8. ..... is the process of summarizing raw data and displaying it in a compact form for further analysis?
  9. ..... is a list of the sources used by the researcher to get information for research report?
  10. If the population is ..... stratified sampling method is used.

**(10 × 1 = 10 Marks)**

**Part B** (Short Answer Questions)

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

11. Define business research.
12. What is a hypothesis?
13. Distinguish between basic and applied research.
14. Mention any two features of exploratory research.
15. What is a pilot study?
16. Define sampling error.
17. Differentiate between nominal and ordinal scale.
18. What is questionnaire design?
19. Name any two methods of data collection.
20. List any two stages in report writing.

**(8 × 2 = 16 Marks)**

**Part C** (Short Essay Questions)

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

21. Explain the phases involved in business research.
22. Describe the methods used in exploratory research.
23. What are the key differences between probability and non-probability sampling?
24. Explain the criteria for good measurement.
25. Explain the concept and purpose of descriptive research
26. What are the principles of classifying data?
27. Outline the steps in preparing a research report.
28. Discuss the advantages of sampling over census method of data collection.

**(6 × 4 = 24 Marks)**

**Part D** (Essay Questions)

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

29. Discuss the different methods of sampling. Explain the errors associated with sampling.
30. Describe the various methods of data collection and briefly explain the different types of measurement scales used in business research.
31. The research report may be presented either in the form of dissertation or in the form of thesis. Explain the format used for report presentation.

**(2 × 15 = 30 Marks)**

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