

FIFTH SEMESTER B.Com./BBA DEGREE EXAMINATION, OCTOBER 2017

(CUCBCSS-UG)

CC15U BC5 B08 / CC15U BB5 B08- BUSINESS RESEARCH METHODS

(Core Course)

(2015 Admission Regular)

Time: Three Hours

Maximum: 80 Marks

Part AAnswer *all* questions. Each question carries *one* mark.**A) Choose the Correct Answer**

1. The reasoning from the general to the particular is regarded as.....
a) Induction b) Deduction c) Rational d) None of these
2. Theresearch study is always adopted where only little knowledge or information about a problem is available
a) Exploratory b) Causal c) Descriptive d) Experimental
3. Adesign is a definite plan for obtaining a sample from a given population.
a) Research b) Sample c) Independent d) Dependent
4. A questionnaire is a tool to collect.....data.
a) Primary b) Secondary c) Historical d) Statistical
5.is the process of summarising raw data and displaying it in a compact form for further analysis
a) Classification b) Coding c) Tabulation d) Editing

B) Fill in the Blanks

6. is a statement about the predicted relationships among events or variables
7.research is also called Basic Research
8. A qualitative scale without order is termed as.....scale
9.variables are variables which are outside or external to the situation under study
10.surveys gather data over a period of time.

(10 x 1 = 10 Marks)

Part B

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

11. What do you mean by Applied Research?
12. What is a Case Study?
13. What is Stratified Sampling?
14. What do you mean by Sampling Error?
15. What is Tabulation?
16. What do you mean by Non-Parametric Test?
17. What is an Index Number?
18. What do you mean by Observation?
19. What is Induction?
20. Define Research. **(8 x 2 = 16 Marks)**

Part C

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

21. What is a Research Report? Explain different Types of Reports
22. What are the Principles to be followed in Classifying Data?
23. What is Scaling? Explain the difference between different scales used in Research.
24. What are the types of interviews?
25. What are the features of Exploratory Research?
26. What is a Research Problem? What are the various steps in the process of Research Problem Definition?
27. What are the Objectives of Business Research?
28. What is a Pilot Study? What are the advantages of a Pilot Study? **(6 x 4 = 24 Marks)**

Part D

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

29. What do you mean by Random Sampling and Non-Random Sampling? Explain different types of Random and Non-Random Sampling Techniques used in Research.
30. What is a Research Design? Explain in detail various components/ Contents of a Good Research Design.
31. What is a Questionnaire? Explain in detail the process involved in designing a Questionnaire and major contents of a Questionnaire. **(2 x 15 = 30 Marks)**
