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Name:

Reg. No.....

FIFTH SEMESTER B.Com. PROFESSIONAL DEGREE EXAMINATION, NOVEMBER 2021

(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.

(A) Choose the correct answer:

1. What is the name of the conceptual framework in which the research is carried out?
 - a. Research hypothesis
 - b. Research paradigm
 - c. Synopsis of Research
 - d. Research design
2. Which of the following features are considered as critical in qualitative research?
 - a. Collecting data with the help of standardized research tools.
 - b. Design sampling with probability sample techniques.
 - c. Collecting data with bottom-up empirical evidence.
 - d. Gathering data with top-down schematic evidence.
3. How is random sampling helpful?
 - a. Reasonably accurate
 - b. Free from personal biases
 - c. An economical method of data collection
 - d. All of the above
4. A research intends to explore the result of possible factors for the organization of effective mid-day meal interventions. Which research method will be most appropriate for this study?
 - a. Descriptive survey method
 - b. Ex-post facto method
 - c. Historical method
 - d. Experimental method
5. The mobile phone penetration in India has increased manifold from 2010-2020. The study that should be conducted to prove this is:
 - a. Ex-post facto research
 - b. Longitudinal research
 - c. Experimental Research
 - d. Cross sectional research

(B) Fill in the blanks:

6. When null hypotheses get rejected even if it is true, it is _____ error
7. Authenticity of a research finding is its _____
8. Quota sampling is a _____ sampling.

9. The variable which is affected by another variable of the system is called a _____ variable
10. _____ scale can be used for variables which can be categorised, but cannot be ranked.

(10 × 1 = 10 Marks)

Part B (Short Answer Questions)

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

11. What are Dichotomous variables?
12. What is an ordinal scale?
13. What do you mean by Hypothesis?
14. What is research design?
15. What do you mean by Cluster Sampling?
16. What is Ex-post facto research?
17. What do you understand by sampling error?
18. What is secondary data?
19. What do you understand by Longitudinal research?
20. What is a sample?

(8 × 2 = 16 Marks)

Part C (Short Essay Questions)

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

21. Explain the different types of Scaling techniques used in Research?
22. Differentiate Null and Alternate Hypothesis.
23. What are the features of Business research?
24. What is the difference between Induction and Deduction Theories in research?
25. State the elements of a good questionnaire.
26. Explain briefly the stages in research report writing?
27. Give a brief account on measures of central tendency.
28. Explain the objectives of research.

(6 × 4 = 24 Marks)

Part D (Essay Questions)

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

29. Explain in detail the various sampling methods.
30. Give a detailed account on the various types of research.
31. State in detail the various methods of data collection.

(2 × 15 = 30 Marks)
