

20U540

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Name: .....

Reg.No: .....

**FIFTH SEMESTER B.Com. DEGREE EXAMINATION, NOVEMBER 2022**

(CBCSS - UG)

(Regular/Supplementary/Improvement)

**CC19U BCM5 B08 - 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 business research?
2. What do you mean by research process?
3. What is a research problem?
4. What do you mean by theory building?
5. What is exploratory research?
6. What do you mean by control group?
7. What is independent variable?
8. What do you mean by concurrent validity?
9. What is an open ended question?
10. What is stratified sampling?
11. What is coding?
12. What do you mean by frequency distribution?
13. What is type I error?
14. What is cluster analysis?
15. What is a technical report?

**(Ceiling: 25 Marks)**

**Part B** (Paragraph questions)

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

16. What are the steps to be followed in formulating a hypothesis?

17. What are the essentials of a good research design?
18. What are the merits of likert scale?
19. What is depth interview? Under what circumstances it is undertaken?
20. Distinguish between probability and non probability sampling.
21. Explain the uses of graphs and diagrams in research.
22. What are the important multivariate analysis?
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. What are the different types of research?
25. What are the important types of experimental research design?
26. Explain the important sources of secondary data.
27. Explain the essential stages of successful report writing.

**(2 × 10 = 20 Marks)**

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