

**20U554**

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Name: .....

Reg. No.....

**FIFTH SEMESTER B.Com. PROFESSIONAL DEGREE EXAMINATION, NOV. 2022**

(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. Research is only \_\_\_\_\_ inquiry into the system of knowledge to disapprove or approve or to arrive at new conclusions for the betterment of the existing system.  
a) Systematic            b) Computerized            c) General            d) None of these
2. Business research means the discovery of new knowledge in the field of \_\_\_\_\_.  
a) Management            b) Administration            c) Business            d) None of these
3. In \_\_\_\_\_ research, the researchers try to find answers for unsolved questions related with business problems.  
a) Management            b) Administration            c) Business            d) None of these
4. A \_\_\_\_\_ analysis determines the cost of each production item used to produce goods and services.  
a) Marketing            b) Financial            c) Technical            d) Investment
5. \_\_\_\_\_ is a set of logically interrelated statements in the form of empirical assertions about properties of an infinite class of events or things.  
a) Abstract            b) Theory            c) Conclusion            d) None of these.

B. Fill the blanks.

6. A theory explains and predicts about a \_\_\_\_\_
7. \_\_\_\_\_ theory represents the common view of the nature of the relationship between theory and research.
8. \_\_\_\_\_ is regarded as reasoning from the general to particular.
9. A \_\_\_\_\_ is an abstraction formed by generalizations from particulars
10. A \_\_\_\_\_ is a statement about observable phenomena that may be judged as true or false.

**(10 × 1 = 10 Marks)**

**Part B (Short Answer Questions)**

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

11. What is a sampling frame?
12. What are open - end questions?
13. What is an executive summary?
14. What is cluster sampling?
15. Define Induction theory.
16. State the purpose of literature review.
17. What is pilot study?
18. What do you mean by Type I error and Type II error?
19. What is causal research?
20. What is t- test?

**(8 × 2 = 16 Marks)**

**Part C (Short Essay Questions)**

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

21. Explain the characteristics of good research.
22. What is a research proposal? What are its contents?
23. Explain the criteria for selecting the sampling method.
24. Distinguish between rating and ranking scales.
25. Explain the different measures of central tendency.
26. Describe the precautions to be taken while interpreting results.
27. Discuss the methods of probability sampling.
28. Explain the importance of business research.

**(6 × 4 = 24 Marks)**

**Part D (Essay Questions)**

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

29. What are the various methods of collecting research data? Explain its advantages and disadvantages.
30. Explain the essentials of a good research report? Explain the precautions to be taken while preparing a research report.
31. Discuss the characteristics and various types of measurement scales.

**(2 × 15 = 30 Marks)**

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