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Name:

Reg. No.....

FIFTH SEMESTER B.Com. PROFESSIONAL DEGREE EXAMINATION, NOV. 2023

(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. Method of collecting primary data is
(a) Magazine (b) Schedule (c) Result (d) None of these
2. In which method, one group constitute a sample for the study
(a) Cluster sampling (b) Collection (c) Correlation (d) System
3. Which is a symbol of null hypothesis
(a) Y_0 (b) B_0 (c) H_0 (d) H_1
4. A complete survey of the population is called
(a) Census (b) Sample (c) Panel (d) Trend
5. Popular report is a report prepared for which category of people
(a) Academic audience (b) Business managers
(c) Administrators (d) Laymen

(B) Fill in the blanks:

6. A treatise on a single subject is called
7. Empirical studies are studies based on
8. In Scale there is an absolute zero point
9. Case study is a method of exploring or analyzing the life of a
10. Op. cit abbreviation in bibliography stands for

(10 × 1 = 10 Marks)

Part B (Short Answer Questions)

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

11. What do you mean by extraneous variable?
12. What is replication?
13. What is convenience sampling?

14. Compare between face to face and telephonic interview
15. Distinguish between field experiment and laboratory experiment?
16. What are the items included in appendix?
17. What is inductive logic?
18. What is longitudinal research?
19. Explain types of validity?
20. What is the main difference between nominal scale and interval scale?

(8 × 2 = 16 Marks)

Part C (Short Essay Questions)

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

21. What is theory building? What is the relationship between theory and practice?
22. How day today problems give raise to research? Explain.
23. What are the important points to be noted for developing a readable writing style?
24. Explain chi square test.
25. Construct a rank order scale to measure toothpaste preference. Discuss its advantages and disadvantages.
26. Draw a “less than” and “more than” cumulative frequency distribution for the following data.

Income	50-60	60-70	70-80	80-90	90-100
No of families	20	45	60	40	10

27. Explain the classification of variables into different types?
28. Explain the phases of business research.

(6 × 4 = 24 Marks)

Part D (Essay Questions)

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

29. Describe probability and non-probability sampling techniques
30. The following data pertains to the height in cms of 10 persons selected at random from a village. find out whether it would be reasonable to suppose the mean height of that village as 182cms. (given $t_{0.05} = 2.26$ for 9 degrees of freedom)
185, 181, 173, 177, 176, 174, 189, 185, 183, 177
31. Define the concept of research and various types of research.

(2 × 15 = 30 Marks)
