

**21U541**

(Pages: 2)

Name: .....

Reg.No: .....

**FIFTH SEMESTER B.Com. DEGREE EXAMINATION, NOVEMBER 2023**

(CBCSS - UG)

(Regular/Supplementary/Improvement)

**CC19U BCM5 B08 / CC20U 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 do you mean by research?
2. What is casual research?
3. What do you meant by research process?
4. What do you mean by conceptual definition?
5. What do you mean by quasi experimental design?
6. What is simulation?
7. What is dependent variable?
8. What is face validity?
9. Define sampling design.
10. Explain quota sampling.
11. What is histogram?
12. What is null Hypothseis?
13. What is parameter?
14. What is discriminant 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 features of research design?
18. What are the steps in conducting experience survey?
19. What precautions are to be taken by the researcher while using data from secondary sources?
20. Distinguish between controlled and uncontrolled observation.
21. What are the objectives of classification?
22. Explain the factors influencing the analysis of data.
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. Explain the steps followed for defining a research problem.
25. What are the non comparative scaling technique in research?
26. Construct a suitable questionnaire containing not more than Twenty questions pertaining to the sales promotion of a company's product.
27. Explain the essential stages of successful report writing.

**(2 × 10 = 20 Marks)**

\*\*\*\*\*