

FIFTH SEMESTER B.Com. DEGREE EXAMINATION, NOVEMBER 2011

(CCSS)

Core Course

BC 5B 08—BUSINESS RESEARCH METHODS

Time : Three Hours

Maximum Weightage : 30

Answer all questions, each question carries ¼ weightage.

I. Fill in the blanks with suitable words.

- 1 Exploratory research is ————— study of an unfamiliar problem.
(a) Final. (b) Preliminary.
(c) Casual. (d) None of these.
- 2 ————— research seeks to explain what is happening in a particular situation.
(a) Formative. (b) Casual.
(c) Descriptive. (d) None of these.
- 3 ————— study is adopted when there is little knowledge or information about a problem.
- 4 ————— is a report prepared for a layman.
(a) Technical. (b) Popular.
(c) General. (d) Specific.

II. Choose the correct answer from the alternatives.

- 5 A theory explains and predict about a :
(a) Phenomenon. (b) Principle.
(c) Formula. (d) None of these.
- 6 Business research means discovery of new knowledge is the field of :
(a) Management. (b) Administration.
(c) Business. (d) None of these.
- 7 Plan of study of a researcher is called :
(a) Research problem. (b) Research procedure.
(c) Research method. (d) Research design.
- 8 Probability sampling is also known as :
(a) Restrictive. (b) Non-random.
(c) Chance. (d) None of these.

III. State whether the following statements are true or false :

- 9 Research design is not a blueprint for the study.
- 10 Unbiased error is known as non-cumulative error.
- 11 Ordinal scale is known as nominal scale.
- 12 Closed ended questions are called free answer questions.

IV. Short Answer questions. Answer all *nine* questions. Each question carries 1 weightage. (12)

- 13 What is nominal scales ?
- 14 What is cluster sampling ?
- 15 What is primary data ?
- 16 State the meaning of hypothesis.
- 17 Define Research design.
- 18 What is pilot study ?
- 19 What is dependent variable ?
- 20 What is data entry ?
- 21 What do you mean by tabulation ?

V. Short Essay question. Answer any *five* question from seven. Each question carries 2 weightage. (9)

- 22 Explain Chi square test.
- 23 Explain the various groups used for depicting research result.
- 24 What are the contents of questionnaire ?
- 25 What are the different steps in sampling design ?
- 26 What are the precautions to be taken by the business researcher while using secondary data ?
- 27 What do you mean by exploratory research ?
- 28 What are the different types of research report ?

VI. Answer any *two* questions from the three. Each question carries 4 weightage. (5 × 2)

- 29 Explain the different methods of restricted random sampling method.
- 30 Define Business research. Explain the main areas when business research is applied.
- 31 What is problem definition ? Explain the process of problem definition. (2 × 2)