

FIFTH SEMESTER B.Com. DEGREE EXAMINATION OCTOBER 2012

(CCSS)

BC 5B 08/BB 5B 08—BUSINESS RESEARCH METHODS

(Common for B.Com./B.B.A.)

[2010 admissions]

: Three Hours

Maximum : 30 Weightage

Part A*This part consists of three bunches of questions of equal weightage.**Each bunch has four questions.**Answer all twelve questions.*

A. Fill in the blanks :

- 1 A part of the population selected for study is known as _____.
- 2 A _____ hypothesis is one which is set up for the purpose of rejection.
- 3 A _____ study aims at studying everything about something rather than something about everything.
- 4 The errors which arise because of studying only a part of the total population are called _____.

B. Choose the correct answer from brackets :

- 5 It is not a total for data collection :
(a) Schedule ; (b) Questionnaire ; (c) Interview ; (d) Examination.
- 6 Thurstone differential scale is an example for :
(a) Judgement scaling ; (b) Arbitrary scale ; (c) Item analysis scale ; (d) Rating scale.
- 7 The process of checking and verifying data to detect and correct errors and omission is called :
(a) Coding ; (b) Recording ; (c) Editing ; (d) Analysing.
- 8 Which one of the following is a measure of central tendency ?
(a) Mean ; (b) Dispersion ; (c) Range ; (d) Correlation.

C. Answer in one word :

- 9 The measure indicating the difference between highest and lowest scores of a distribution is :
- 10 List of references relating to a topic or a subject is called as :
- 11 A small scale replica or rehearsal of the main study is called :
- 12 Deliberate selection of sample units that conform to same predetermined criteria is called :

(12 × ¼ = 3 Weightage)

Turn over

Part B

*Answer all nine questions in one or two sentences each.
Each question carries a weightage of 1.*

- 13 Define Research.
- 14 Distinguish between Induction and Deduction.
- 15 Define exploratory research.
- 16 What is meant by Pilot study ?
- 17 Define Hypothesis.
- 18 Define stratified random sampling.
- 19 What is meant by sampling error ?
- 20 Distinguish between Ordinal scale and Nominal scale.
- 21 Define Editing.

(9 × 1 = 9 Weights)

Part C

*Answer any five questions in not more than one page each.
Each question carries a weightage of 2.*

- 22 Explain measures of Central tendency with examples.
- 23 What are the chief characteristics of research ? State also the main objectives of research.
- 24 Describe briefly the components and principles of frequency table.
- 25 Write notes on (a) Interview ; (b) Questionnaire.
- 26 Explain Pilot studies and pretesting. Also explain the functions of a pilot study.
- 27 Explain the utility of hypothesis in research.
- 28 Distinguish between Applied research and Pure research.

(5 × 2 = 10 Weights)

Part D

*Answer any two questions.
Each question carries a weightage of 4.*

- 29 What is Sampling ? Why is it used in business researches ? Differentiate probability sampling from non-probability sampling.
- 30 Define Research report. What are the chief characteristics of a good research report ? Explain the steps in drafting a research report ?
- 31 Distinguish between Primary data and Secondary data. State the sources of secondary data and methods of collecting primary data.

(2 × 4 = 8 Weights)