

FIFTH SEMESTER B.Com. DEGREE EXAMINATION, NOVEMBER 2018

(CUCBCSS—UG)

Core Course

BCM 5B 08/BBA VB 08—BUSINESS RESEARCH METHODS

(Common for B.B.A.)

Time : Three Hours

Maximum : 80 Marks

Part I (Objective Questions)*Answer all ten questions.*

Choose the correct answer :

1. Research :

- (a) Means search for knowledge. (b) Aims at discovering truth.
(c) Leads to another research. (d) All of the above.

2. A good research should be————

- (a) Systematic. (b) Logical.
(c) Empirical. (d) All of the above.

3. The———— study is always adopted where only little knowledge or information about a problem is available.

- (a) Exploratory. (b) Descriptive.
(c) Casual. (d) Experimental.

4. ————— research does not follow any formalized pattern.

- (a) Exploratory. (b) Descriptive.
(c) Casual. (d) Experimental.

5. The phases of research design are —————.

- (a) Sampling design. (b) Statistical design.
(c) Operational design. (d) All of the above.

Turn over

Fill in the blanks :

6. Under _____ sampling method the population or universe is divided into number of clusters or large groups.
7. _____ is the generation of continuum upon which measured objects are located.
8. A questionnaire is a devise that is most frequently used in collecting _____ data.
9. _____ is the most common measure of central tendency.
10. Classification is one of the methods of _____ data.

(10 × 1 = 10 marks)

Part II (Short Answer Questions)

Answer any **eight** out of the ten questions in two **or** three sentences.

11. What do you mean by business research ?
12. What is a case study ?
13. What do you mean by hypothesis ?
14. Define research design.
15. What is systematic sampling ?
16. What do you mean by scaling ?
17. What is interval scale ?
18. What is ratio scale ?
19. What is a questionnaire ?
20. What is mode ?

(8 × 2 = 16 marks)

Part III (Short Essay Questions)

Answer any **six** out of the eight questions in about 200 words.

21. What are the types of business research ?
22. What are the features of exploratory research ?
23. What are the types of focus groups ?
24. Explain the steps in sampling design.

25. Explain the essentials of measurement scale.
26. Explain the different report writing stages.
27. What are the principles of report writing ?
28. Explain the characteristics of observation method.

(6 × 4 = 24 marks)

Part IV (Essay Questions)

Answer any two out of the three questions in about 800 words.

29. What are secondary data ? What are the advantages and disadvantages of secondary data ? What are the sources of secondary data ?
30. Explain the various contents of report.
31. What is random sampling ? Explain the important random sampling methods.

(2 × 15 = 30 marks)