

FIFTH SEMESTER B.Com. DEGREE EXAMINATION, NOVEMBER 2019

(CUCBCSS—UG)

B.Com.

BCM 5B 08—BUSINESS RESEARCH METHODS

(2017 Admissions)

Time : Three Hours

Maximum : 80 Marks

Part I (Objective Questions)

*Answer all questions.
Each question carries 1 mark.*

Fill in the blanks :

1. Business research means the discovery of new knowledge in the field of _____.
2. _____ is a set of logically interrelated statements in the form of empirical assertions about properties of infinite class of events or things.
3. _____ follows an approach which is from “general to specific”.
4. When questionnaire is posted to informants, it is called ?
5. Random sampling is also called _____ sampling.

Choose the correct answer :

6. _____ Samples are best suited for exploratory research.
(a) Systematic. (b) Convenience.
(c) Judgment. (d) Random.
7. In fine graphs, values of dependent variables are taken on the :
(a) X-axis. (b) Y-axis.
(c) Base line. (d) None of these.
8. When the study is related with more than two variables, it is termed as :
(a) Bivariate. (b) Multivariate.
(c) Casual. (d) Unidimensional.

Turn over

9. _____ is defined as the square- root of the average of the squared deviation from the mean.
- (a) Range. (b) Standard deviation.
(c) Skewness. (d) Geometric mean.
10. Where the sample size is less than 30 _____ is used.
- (a) F-test. (b) *t*-test.
(c) *z*-test. (d) U-test.

(10 × 1 = 10 marks)

Part II (Short Answer Questions)

*Answer any **eight** out of the ten questions in two **or** three sentences.
Each question carries 2 marks.*

11. What is an experiment ?
12. What is a dependent variable ?
13. What is a control group ?
14. When would a one-tailed test be applied ?
15. What is meant by participant reactivity (subject effects) ?
16. What factors determine sample size ?
17. What is meant by validity ?
18. What is a cross-sectional ?
19. Name four levels of measurement.
20. What is the standard error of the mean ?

(8 × 2 = 16 marks)

Part III (Short Essay Questions)

*Answer any **six** out of the eight questions in about 200 words.
Each question carries 4 marks.*

21. Distinguish between Type I Error and Type II Error.
22. Distinguish between independent groups, matched pairs and repeated measures designs.

23. What are the types of research ? Explain.
24. Explain "Randomized Block Design".
25. What are the advantages and disadvantages of questionnaire method of data collection.
26. What is random sampling ? Explain.
27. What is Index Number ? What are its types ?
28. What is executive summary ? Explain its importance.

(6 × 4 = 24 marks)

Part IV (Essay Questions)

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

Each question carries 15 marks.

29. What is research report ? What are the essential requirements of a research report ?
30. What is questionnaire ? What are its types ?
31. What is research design ? What are its types ?

(2 × 15 = 30 marks)