

D 50021

(Pages : 3)

Name.....

Reg. No.....

**FIFTH SEMESTER (CUCBCSS—UG) DEGREE EXAMINATION
NOVEMBER 2023**

B.Com.

BCM 5B 08—BUSINESS RESEARCH METHODS

(2018 Admissions)

Time : Three Hours

Maximum : 80 Marks

Part I

Fill in the blanks :

1. SPSS is an acronym of _____.
2. Full form of ANOVA _____.
3. A true representation of population is known as _____.
4. Random sampling is also called _____.
5. A _____ is a subset of a population

Choose the correct answer :

6. Business research means finding out new knowledge in the field of :
 - a) Communication.
 - b) Business.
 - c) Management.
 - d) Administration.
7. The two main types of research are :
 - a) Probability and non probability.
 - b) Questionnaire and survey.
 - c) Qualitative and quantitative.
 - d) Direct and indirect.
8. The beginning state of any research is :
 - a) Trial and error.
 - b) Experimentation.
 - c) Observation.
 - d) Hypothesis formulation.

Turn over

9. The most important thing a researcher has to focus is :
- Coming up with a research problem.
 - Popularising the research findings.
 - Finding the most scientific solution for research.
 - Focusing on research publications more.
10. In which type of research 'control group' is formed :
- Descriptive research.
 - Ethnographic research.
 - Experimental research.
 - Action research.

(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.

- What is meant by business research ?
- Give the meaning of null hypothesis with an example.
- What do you mean by variable in research ?
- What is exploratory research ?
- Give the meaning of research design.
- Mention the meaning of validity in research.
- What is meant by primary data ?
- What is secondary data ?
- Mention the meaning of sampling plan ?
- Give any *three* differences between probability and non probability sampling methods.

(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.

- Discuss the steps involved in the processing of data in research.
- 'Research involves a systematic process which involves many steps.' Explain.

23. Distinguish between primary data and secondary data.
24. Discuss the meaning of experimental research with the help of a practical example.
25. Explain in brief the importance of conducting review of related literature briefly.
26. What is a research problem ? Discuss the major sources of research problem.
27. What are the different types of research report ?
28. Write a short note on the criteria of a good research.

(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. 'An investigator should follow some format specifications for writing a research report.' Describe.
30. 'Probability sampling techniques are preferred more than non-probability sampling techniques. Elucidate the statement by discussing different types of probability sampling techniques.
31. 'Preparing a good questionnaire needs commitment and effort.' Explain the above statement by discussing the points to be considered for developing a good questionnaire.

(2 × 15 = 30 marks)

D 30021

(Pages : 3)

Name.....

Reg. No.....

**FIFTH SEMESTER (CUCBCSS—UG) DEGREE EXAMINATION
NOVEMBER 2022**

B.Com.

BCM 5B 08—BUSINESS RESEARCH METHODS

(2017—2018 Admissions)

Time : Three Hours

Maximum : 80 Marks

Part I (Objective Questions)*Answer all questions.**Each question carries 1 mark.*

Fill in the blanks :

1. Hypothesis cannot be stated in _____.
2. Research is an art of _____.
3. Business research comes in the purview of _____.
4. The purpose of research is to find solutions through the application of _____ methods.
5. While selecting sample, the _____ has to be clearly defined.

Choose the correct answer :

6. _____ helps comparison of two or more variables.
 - a) Classification.
 - b) Tabulation.
 - c) Research.
 - d) Survey.
7. Information is _____.
 - a) Raw data.
 - b) Processed data.
 - c) Input data.
 - d) Organized data.
8. Questionnaire is _____.
 - a) Research method.
 - b) Measurement technique.
 - c) Tool for data collection.
 - d) Data analysis technique.

Turn over

25. Explain probability sampling techniques.
26. Qualitative Vs quantitative data analysis
27. Explain briefly factor analysis and its importance.
28. What are the measures of central tendency ?

(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. Explain the various phases of business research.
30. What is Sampling ? What are the techniques of sampling ?
31. What are the methods of primary data collection ?

(2 × 15 = 30 marks)

D 10001

(Pages : 3)

Name.....

Reg. No.....

FIFTH SEMESTER U.G. DEGREE EXAMINATION, NOVEMBER 2021

(CUCBCSS—UG)

B.Com.

BCM 5B 08—BUSINESS RESEARCH METHODS

(2014 Admissions)

Time : Three Hours

Maximum : 80 Marks

Part A

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

A) Fill in the blanks :

- 1 _____ follows an approach which is from "general to specific."
- 2 Research _____ is the blue print for the study.
- 3 Survey is a non-experimental _____ research method.
- 4 _____ is the weakest of all measurement scales.
- 5 _____ is a list of sources used by the researcher to get information for research report.

B) Multiple choice :

- 6 Popular report is a report prepared for _____.
(a) Administrators. (b) Layman.
(c) Academic audience. (d) Business managers.
- 7 Title given to rows is known as _____.
(a) Stub. (b) Caption.
(c) Heading. (d) None of this.
- 8 Which one of the following is not a measure of central tendency ?
(a) Mean. (b) Mode.
(c) Range. (d) Median.
- 9 It is not a tool for data collection :
(a) Examination. (b) Interview.
(c) Questionnaire. (d) Schedule.

Turn over

10 Plan of study of researcher is called :

- (a) Research problem. (b) Research design.
(c) Research method. (d) Research procedure.

(10 × 1 = 10 marks)

Part B

*Answer any eight questions.
Each question carries 2 marks.*

- 11 What do you mean by social research ?
12 What is research report ?
13 What is research problem ?
14 What do you mean by sample design ?
15 What is scaling technique ?
16 What is a questionnaire method of data collection ?
17 Write a short note on independent variable.
18 What is an alternative hypothesis ?
19 Write a short note on 'Reliability' and 'Validity'.
20 What is data processing ?

(8 × 2 = 16 marks)

Part C

*Answer any six questions.
Each question carries 4 marks.*

- 21 Explain the role of literature review in formulating a research problem.
22 Distinguish between references and bibliography.
23 Briefly explain the significance and objectives of research.
24 What are the requisites of a good research problem ?
25 What do you mean by research variable ?
26 What are the limitations of case study method ?
27 Why should researcher review earlier research studies relating to a topic ?
28 What are the advantages of sampling ?

(6 × 4 = 24 marks)

Part D

*Answer any two questions.
Each question carries 15 marks.*

- 29 Discuss the sampling techniques or methods that can be used for Social Science research.
- 30 What do you mean by primary data ? Explain in detail different empirical methods used for collecting data.
- 31 What is a research design ? Explain its essentials and components of a research design.

(2 × 15 = 30 marks)

24196

D 10024

(Pages : 3)

Name.....

Reg. No.....

FIFTH SEMESTER U.G. DEGREE EXAMINATION, NOVEMBER 2021

(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. A sample is a representative part of _____.
2. Coding consists of _____.
3. The term 'hypo' means _____.
4. The term percent means per _____.
5. _____ Means viewing or seing _____.

Choose correct answer :

6. A common test in research demands much priority on :
 - (a) Reliability.
 - (b) Useability.
 - (c) Objectivity.
 - (d) All of these.
7. Action research means _____.
 - (a) An applied research.
 - (b) A longitudinal research.
 - (c) A research initiated to solve an immediate problem.
 - (d) A research with socio economic objective
8. Descriptive research is also called _____.
 - (a) Analytical research.
 - (b) Qualitative research.
 - (c) Statistical research.
 - (d) Applied research.

Turn over

24196

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 probability sampling and non probability sampling.
22. What is mean by questionnaire ?
23. Explain the importance of research.
24. How will you formulate research hypothesis ?
25. Differentiate between induction and deduction.
26. State features of non probability sampling.
27. Describe in detail multi-variate statistical techniques.
28. Explain 'ethics in research'.

(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 sampling? Explain probability sampling techniques in detail.
30. Explain in detail the various stages in report writing.
31. What is meant by research design? Explain in detail various types of designs.

(2 × 15 = 30 marks)

D 90024

(Pages : 3)

Name.....

Reg. No.....

**FIFTH SEMESTER B.Com./B.B.A. DEGREE EXAMINATION
NOVEMBER 2020**

(CUCBCSS—UG)

B.Com.

BCM 5B 08—BUSINESS RESEARCH METHODS

(2017 Admissions)

Time : Three Hours

Maximum : 80 Marks

Section A (Objective Questions)

Answer all questions.

Each question carries 1 mark.

Fill in the blanks :

1. In testing of hypothesis, if the null hypothesis is rejected ————— Hypothesis is accepted.
2. When raw data is arranged in conveniently organized groups, it is called a ————— distribution.
3. A survey that uses a sample of city blocks from a map as a way of sampling city residents is based on the ————— sampling technique.
4. ————— variable is one that is manipulated in order to observe any effects on the other.
5. ————— is the first step in starting the research process.

Choose the correct answer :

6. A reasoning where we start with certain particular statements and conclude with a universal statement is called :
(A) Deductive Reasoning. (B) Inductive Reasoning.
(C) Abnormal Reasoning. (D) Transcendental Reasoning.
7. How is stochastic equation of information solved ?
(A) By statistical rules. (B) By dynamic rules.
(C) By statistical and dynamic rules. (D) None of these.
8. "Controlled Group" is a term used in —————.
(A) Survey research. (B) Historical research.
(C) Experimental research. (D) Descriptive research.

Turn over

9. Conference proceedings are considered as _____ documents.
- (A) Conventional. (B) Primary.
(C) Secondary. (D) Tertiary.
10. Accepting a hypothesis when it is false is :
- (A) Type I Error. (B) Type II Error.
(C) Type III Error. (D) Type IV Error.

(10 × 1 = 10 marks)

Section B (Short Answer Questions)

Answer at least five questions.

Each question carries 4 marks.

All questions can be attended.

Overall Ceiling 20.

11. What is an independent variable ?
12. What is an extraneous variable ?
13. What is a non-directional hypothesis ?
14. What are experimenter effects ?
15. What is meant by a sample ?
16. What is meant by reliability ?
17. What is a pilot study ?
18. What is the key purpose of a case study ?
19. What is a z-score ?
20. What is partial correlation ?

(5 × 4 = 20 marks)

Section C (Short Essay Questions)

Answer at least four questions.

Each question carries 8 marks.

All questions can be attended.

Overall Ceiling 32.

21. What is a Parametric test ? What is meant by 'power efficiency' ?
22. What are the types of variables ? Explain.
23. Explain 'Latin Square Design'.

24. Explain the qualities of a good questionnaire.
25. What is stratified random sampling ? Explain with an example.
26. Define measure of central tendency. What are its types ?
27. Distinguish between bivariate and multivariate analysis.
28. What are the qualities of a good research report ?

(4 × 8 = 32 marks)

Section D (Essay Questions)

*Answer any one question.
Each question carries 18 marks.*

29. What are the types of research report ? Explain.
30. Explain various sampling methods.
31. What is research ? What are its types ?

(1 × 18 = 18 marks)

B 90001

(Pages : 3)

Name.....

Reg. No.....

**FIFTH SEMESTER B.Com./B.B.A. DEGREE EXAMINATION
NOVEMBER 2020**

(CUCBCSS—UG)

B.Com./B.B.A.

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

(2014 Admission onwards)

Time : Three Hours

Maximum : 80 Marks

Part I (Objective Questions)

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

Choose the correct answer :

1. - Questions which allow only a few alternative way of answering is called _____.
 - (a) Open ended questions.
 - (b) Unstructured questions.
 - (c) Structural questions.
 - (d) Dichotomous questions.
2. Assigning numerals or other symbols to the categories or response is called :
 - (a) Editing.
 - (b) Coding.
 - (c) Transcription.
 - (d) Tablet ion.
3. _____ is concerned with generalization of a theory.
 - (a) Fundamental research.
 - (b) Ex post research.
 - (c) Ex ante research.
 - (d) Applied research.
4. In which sample population is divided into different strata and sample is taken from different strata ?
 - (a) Quota Sampling.
 - (b) Snow ball sampling.
 - (c) Stratified sampling.
 - (d) Purposive Sampling.
5. The original source from which researcher collects information is :
 - (a) Primary Source.
 - (b) Secondary Source.
 - (c) Both Primary and Secondary.
 - (d) None of these.

Turn over

Fill in the blanks :

6. Population value is called _____.
7. If a group of N observations is arranged in ascending or descending order of magnitude, then the middle value is called _____.
8. Instrument's ability to accurately measure variability in stimuli or response is known as _____.
9. A bar chart or graph showing the frequency of occurrence of each value of the variable being analysed is called _____.
10. Processed data is called as _____.

(10 × 1 = 10 marks)

Part II (Short Answer Questions)

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

11. What is business research ?
12. What is a research problem ?
13. What is extraneous variable ?
14. What is hypothesis ?
15. What is pilot study ?
16. What is secondary data ?
17. What is a null hypothesis ?
18. What is descriptive research ?
19. What is a sample design ?
20. What is stratified sampling ?

(8 × 2 = 16 marks)

Part III (Short Essay Questions)

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

Each question carries 4 marks.

21. What are the objectives of research ?
22. What are the types of Index Numbers ?

23. What are the problems related with sampling frame ?
24. Differentiate between probability sampling and non-probability sampling.
25. What are the types of sampling error ?
26. What are the advantages of observation method ?
27. What are the disadvantages of secondary data ?
28. Differentiate between primary data and secondary data.

(6 × 4 = 24 marks)

Part IV (Essay Questions)

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

Each question carries 15 marks.

29. What are the steps in research report writing ?
30. What are the essentials of a good research design ?
31. Briefly explain about different types of research.

(2 × 15 = 30 marks)

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)

FIFTH SEMESTER B.Com. DEGREE EXAMINATION, NOVEMBER 2019

(CUCBCSS—UG)

B.Com.

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

(2014 Admissions)

Time : Three Hours

Maximum : 80 Marks

Part A

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

A. Fill in the blanks :

- 1 The method of data collection in which the investigator collects data through sense organs is termed as _____.
- 2 Range refers to the difference between _____ and _____ observations.
- 3 Selection of sample that is a replica of the population is known as _____.
- 4 Accepting a false hypothesis is a _____ Error.
- 5 A null hypothesis is symbolically represented as _____.

B. Multiple choices :

- 6 What sort of data are PIN codes ?
 - (a) Nominal.
 - (b) Interval.
 - (c) Ordinal.
 - (d) Ratio.
- 7 In an experimental design, the dependent variable is :
 - (a) The one that is not manipulated and in which any changes are observed.
 - (b) The one that is manipulated in order to observe any effects on the other.
 - (c) A measure of the extent to which personal values affect research.
 - (d) An ambiguous concept whose meaning depends on how it is defined.
- 8 Which of the following is not a data-collection method ?
 - (a) Research questions.
 - (b) Unstructured interviewing.
 - (c) Postal survey questionnaires.
 - (d) Participant observation.

Turn over

- 9 What is the purpose of the conclusion in a research report ?
- (a) It explains how concepts were operationally defined and measured.
 - (b) It contains a useful review of the relevant literature.
 - (c) It outlines the methodological procedures that were employed.
 - (d) It summarizes the key findings in relation to the research questions.
- 10 Formal and informal tests are carried out in :
- (a) Diagnostic research design.
 - (b) Exploratory research design.
 - (c) Descriptive research design.
 - (d) Experimental research design.

(10 × 1 = 10 marks)

Part B

Answer any eight questions.

Each question carries 2 marks.

- 11 What is scientific method ?
- 12 What is the difference between applied and basic research ?
- 13 What is Nominal scale ?
- 14 What is sociometry ?
- 15 What is a bar chart ?
- 16 What is sampling frame ?
- 17 What is central limit theorem ?
- 18 What is bibliography ?
- 19 What is sampling error ?
- 20 What is unit analysis ?

(8 × 2 = 16 marks)

Part C

Answer any six questions.

Each question carries 4 marks.

- 21 What are the postulates on which scientific method is based ?
- 22 What are the components of a research problem ?

- 23 What are the types of experimental designs ?
- 24 Distinguish between Sample survey and Census survey.
- 25 What is Constant Sum scaling ? Explain with an example.
- 26 What are the demerits of Telephone interview ?
- 27 What are the merits of questionnaire ?
- 28 Briefly explain the commonly used measures of central tendency.

(6 × 4 = 24 marks)

Part D

Answer any two questions.

Each question carries 15 marks.

- 29 Differentiate between questionnaire and schedule.
- 30 What is measurement scale ? What are the qualities of a good scale ?
- 31 What is a research report ? What are the precautions for writing research reports ?

(2 × 15 = 30 marks)

D 50545

(Pages : 3)

Name.....

Reg. No.....

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)

**FIFTH SEMESTER B.Com./B.B.A. DEGREE (SUPPLEMENTARY)
EXAMINATION, NOVEMBER 2017**

(UG-CCSS)

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

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

Time : Three Hours

Maximum : 30 Weightage

Part A

This part consists of three bunches of questions carrying equal weightage of 1.

Each bunch has four questions.

Answer all twelve questions.

I. Fill in the blanks :

- 1 _____ research is preliminary study of an unfamiliar problem about which researcher has little knowledge.
- 2 The first step in research is _____ identification.
- 3 A _____ study is a small-scale replica and a rehearsal of the main tool of the study.
- 4 Under _____ sampling, each member of a universe has a known chance of being selected for the sample.

II. Choose the correct answer from bracket :

- 5 Which of the following is not an essential quality of a good research report ?
(a) Accuracy. (b) Loose layout.
(c) Brevity. (d) Clarity.
- 6 Which of the following is a measure of average ?
(a) Correlation. (b) Hypothesis.
(c) Mean. (d) Standard deviation.
- 7 Where the researcher covers the entire universe of the study, it is called :
(a) Sample survey. (b) An experiment.
(c) Census study. (d) None of the above.
- 8 The process of assigning numbers to observations in the conduct of research is termed as :
(a) Measurement. (b) Statistic.
(c) Analysis. (d) Citation.

Turn over

III. Answer in *one word* :

- 9 Failure to obtain responses from some sample respondents is referred to as :
- 10 A proposition that a researcher wants to verify by research :
- 11 The process of checking to detect and correct errors and omissions in the collected data is called :
- 12 The square root of the mean of the squared deviation from the mean of the distribution is called :

(12 × ¼ = 3 weightage)

Part B

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

- 13 What do you mean by Business Research ?
- 14 Distinguish between Null hypothesis and Alternative hypothesis.
- 15 What do you mean by descriptive research ?
- 16 What do you mean by experience survey ?
- 17 What is a pilot study ?
- 18 What is probability sampling ?
- 19 What is a schedule ?
- 20 What do you mean by interval scale ?
- 21 What is a frequency table ?

(9 × 1 = 9 weightage)

Part C

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

- 22 What are the objectives of business research ? Explain.
- 23 Distinguish between pure research and applied research.
- 24 What are the different sources of hypothesis ? Explain them briefly.
- 25 Distinguish between Validity and Reliability. How is validity determined ?
- 26 Describe briefly the steps to be taken for organising field observation study.
- 27 What are the different sources of information for research in business ?
- 28 What are the purposes of statistical analysis of research data ? Explain also any two statistical measures used in analysis of data.

(5 × 2 = 10 weightage)

Part D

*Answer any two questions in not more than four pages each.
Each question carries 4 weightage.*

- 29 Describe briefly the different steps involved in a research process.
- 30 Explain the different sampling methods stating their suitability in research.
- 31 What is a research report ? Explain briefly the contents of a research report.

(2 × 4 = 8 weightage)

FIFTH SEMESTER B.Com./B.B.A. DEGREE EXAMINATION, NOVEMBER 2017

(CUCBCSS—UG)

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

Time : Three Hours

Maximum : 80 Marks

Part I*Objective Questions.**Answer all ten questions.**Each question carries 1 mark.*

Choose the correct answer :

1. Quantitative Research is _____ based.
 - (a) Variables.
 - (b) Attributes.
 - (c) Information.
 - (d) None of these.
2. A hypothesis is a _____ about the predicted relationships among events or variables.
 - (a) Statement.
 - (b) Conclusion.
 - (c) Orientation.
 - (d) Study.
3. A good research should be _____.
 - (a) Systematic.
 - (b) Logical.
 - (c) Empirical.
 - (d) All of the above.
4. The phases of research design are _____.
 - (a) Sampling design.
 - (b) Statistical design.
 - (c) Operational design.
 - (d) All of the above.
5. _____ research deals with practical problems.
 - (a) Basic.
 - (b) Exploratory.
 - (c) Applied.
 - (d) Experimental.

Fill in the blanks :

6. Plan of study of a researcher is called the _____.
7. Data processing consists of _____ coding and tabulation.

Turn over

8. _____ is the generation of continuum upon which measured objects are located.
9. Classification is one of the methods of _____ data.
10. The _____ scale places events in order.

(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. Define Business Research.
12. What is research design ?
13. What is measurement ?
14. What is Median ?
15. What do you mean by hypothesis ?
16. What is systematic sampling ?
17. What is interval scale ?
18. What is secondary data ?
19. What is simple random sampling ?
20. What is 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. What are the different types of variables ?
22. What are the qualities of good hypothesis ?
23. What are the factors affecting the research design ?
24. What are the features of exploratory research ?
25. Explain the essentials of measurement scale.
26. Explain the characteristics of observation method.

27. Explain the important steps to be followed in problem definition.
28. What are the essentials of a good report ?

(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 business research? Explain the features of business research.
30. Explain the various contents of a report.
31. What are the important methods of sampling ?

(2 × 15 = 30 marks)

D 11519

(Pages : 3)

Name.....

Reg. No.....

**FIFTH SEMESTER B.Com./B.B.A. DEGREE (SUPPLEMENTARY/
IMPROVEMENT) EXAMINATION, NOVEMBER 2016**

(UG-CCSS)

BC 5B08/BBVB08—BUSINESS RESEARCH METHODS

Time : Three Hours

Maximum : 30 Weightage

Part A

This part consists of three bunches of four questions each.

Each question carries ¼ weightage.

Answer all questions.

I. Choose the correct answer from the alternatives :

1 Research in common parlance refers to a search for :

- (a) Business. (b) Problem.
(c) Knowledge. (d) Market.

2 Drawing conclusion from certain fundamental assumptions about population is :

- (a) Deduction. (b) Induction.
(c) Hypothesis. (d) Test Statistic.

3 Business Research covers disciplines of :

- (a) Economics. (b) Management.
(c) Public Administration. (d) All the three.

4 Franklin's discovery of electricity is an example of :

- (a) Applied research. (b) Case study.
(c) Fundamental research. (d) Exploratory research.

II. Fill in the blanks with suitable word :

5 _____ denotes a total enumeration of individuals or units in a defined population.

- (a) Sampling. (b) Census.
(c) Statistic. (d) Parameter.

6 Preliminary study conducted on a limited scale before the original study are carried out is called as _____.

- (a) Pre testing. (b) Data Collection.
(c) Pilot study. (d) Testing.

Turn over

- 7 _____ data are then collected by the researcher himself for the first time.
- (a) Primary. (b) Secondary.
(c) Edited. (d) Coded.
- 8 The smallest and the largest possible measurement in each class is known as _____.
- (a) Class mark. (b) Class frequency.
(c) Class limits. (d) Class boundaries.

III. State whether the following statements are True or False :

- 9 Schedule is a tool for collecting information from informants.
10 Pictograms is a one-dimensional diagram.
11 Arithmetic mean is the most commonly used measure of central tendency.
12 Plagiarism means acknowledgement of borrowed materials or ideas of others.

(12 × ¼ = 3 weightage)

Part B

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

- 13 What do you understand by Inductive Methods of research ?
14 Define Descriptive Research.
15 What are the sources of research problems ?
16 What is Production Research ?
17 Define Secondary data.
18 What is Systematic Sampling ?
19 Define Nominal scale.
20 Distinguish between graphs and diagrams.
21 Define sampling error.

(9 × 1 = 9 weightage)

Part C

Answer any *five* questions in not exceeding *one* page. Each question carries a weightage of 2 :

- 22 What are the qualities of a good research ?
23 Discuss the basic assumptions of business research.
24 Distinguish between Basic research and Applied research.
25 Explain the utility of hypothesis in Research.
26 Discuss the different stages of data processing.
27 What are the qualities of a good questionnaire ?
28 What is Scaling ? Explain the bases of scale classification.

(5 × 2 = 10 weightage)

Part D

Answer any *two* questions in not exceeding *four* pages. Each question carries a weightage of 4 :

- 29 What is a research design ? Explain the steps in preparing a research design.
- 30 Explain briefly the different methods of sampling stating their merits and demerits.
- 31 What is a research report ? Explain its contents.

(2 × 4 = 8 weightage)

D 11116

(Pages : 3)

Name.....

Reg. No.....

**FIFTH SEMESTER B.Com./B.B.A. DEGREE EXAMINATION
NOVEMBER 2016**

(CUCBCSS—UG)

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

Time : Three Hours

Maximum : 80 Marks

Part A

Answer all questions.

Each question carries 1 mark.

A. Fill in the blanks :

- 1 _____ sampling method is used when the population is heterogeneous.
- 2 The errors which arise due to the use of _____ are known as sampling errors.
- 3 _____ table shows the relationship between two variables in a tabular form.
- 4 _____ is the process of reducing large mass of data into homogeneous groups for meaningful analysis.
- 5 A _____ table shows the relationship between two variables in tabular form.

B. Multiple choice :

- 6 Which one of the following is not a measure of central tendency ?
 - (a) Mean.
 - (b) Mode.
 - (c) Median.
 - (d) Range.
- 7 Secondary data can be collected from :
 - (a) Observation.
 - (b) Interview.
 - (c) Questionnaire.
 - (d) Books.
- 8 The first step in data processing is :
 - (a) Tabulation.
 - (b) Coding.
 - (c) Editing.
 - (d) Transcription.
- 9 A complete survey of the population is called _____.
 - (a) Census.
 - (b) Sample.
 - (c) Panel.
 - (d) Trend.

Turn over

10 Plan of study of a researcher is called the _____.

- (a) Research design. (b) Research method.
(c) Research procedure. (d) Research problem.

(10 × 1 = 10 marks)

Part B

*Answer any eight questions.
Each question carries 2 marks.*

- 11 What is a research problem ?
- 12 What is cluster sampling ?
- 13 What is induction ?
- 14 What is nominal scale ?
- 15 What is non-sampling error ?
- 16 What is tabulation ?
- 17 What is an index number ?
- 18 What do you mean by "Pilot Study" ?
- 19 What do you mean by "coding of data" ?
- 20 What is research report ?

(8 × 2 = 16 marks)

Part C

*Answer any six questions.
Each question carries 4 marks.*

- 21 Distinguish between Exploratory and Descriptive research.
- 22 What do you mean by "contingency table" ?
- 23 Discuss the uses of graphs and diagrams in research.
- 24 Discuss the application of interval and ratio scale in research.
- 25 Explain the important Scaling Techniques used in research.
- 26 What is a questionnaire ? What precautions are to be taken while designing a questionnaire ?
- 27 Explain briefly the stages involved in data processing.
- 28 State the qualities required for a good research report.

(6 × 4 = 24 marks)

Part D

*Answer any two questions.
Each question carries 15 marks.*

29. What are the different methods used for collecting primary data. Discuss its merits over secondary data collection.
30. What is data analysis ? Explain the tools and techniques of statistics used in research analysis.
31. What do you mean by report writing ? Discuss the steps involved in report writing.

(2 × 15 = 30 marks)

**FIFTH SEMESTER B.Com./B.B.A. DEGREE EXAMINATION
NOVEMBER 2015**

(U.G.—CCSS)

Core Course

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

Time : Three Hours

Maximum : 30 Weightage

Part A*This part consist of three bunches of questions carrying equal weightage.**Each bunch has four questions.**Answer all twelve questions.***A. Choose the correct answer from the brackets :****1 Theory explains and predicts about a :**

- (a) Phenomenon. (b) Principle.
(c) Conclusion. (d) None of these.

2 Title given to rows is known as :

- (a) Caption. (b) Heading.
(c) Stub. (d) None of these.

3 If study is related to one variable it is called :

- (a) Bivariate. (b) Multivariate.
(c) Univariate. (d) Correlation.

4 A complete survey of population is known as :

- (a) Census. (b) Sample.
(c) Panel. (d) Trend.

B. Fill in the blanks :

- 5 _____ ended questions are called free answer questions.
6 Random sampling is also called _____.
7 _____ is the process of recording the classified facts in rows and columns.
8 A list of special terms and phrases used in research is given in the research report in the form of a _____.

Turn over

C. Answer in one word :

- 9 Which is the experiment that is conducted in a specifically created situation ?
- 10 Name the type of chart in which data are represented in circle form.
- 11 Give another name for end note.
- 12 Which error occurs due to the faulty selection of sampling method ?

(12 × ¼ = 3 weightage)

Part B

Answer all the **nine** questions in one or two sentences each.

Each question carries 1 weightage.

- 13 Define Research.
- 14 What do you mean by deduction ?
- 15 What is hypothesis ?
- 16 Define Theory.
- 17 What is a variable ?
- 18 What is basic research ?
- 19 What is nominal scale ?
- 20 What is sampling error ?
- 21 What is coding ?

(9 × 1 = 9 weightage)

Part C

Answer any **five** questions in not more than **one page** each.

Each question carries 2 weightage.

- ~~22~~ Mention the various steps involved in defining and formulating a Research problem.
- ~~23~~ What are the various sources of Secondary data ?
- ~~24~~ What are the different types of Classification of Data ?
- ~~25~~ What are the uses of Graphs and Diagrams ?
- 26 State the qualities of good Research report.

- 27 Distinguish between Simple random sampling and Deliberate sampling.
- 28 What is Questionnaire ? What are advantages and disadvantages of Questionnaire method ?

(5 × 2 = 10 weightage)

Part D

Answer any two questions.

Each question carries 4 weightage.

- 29 What is Research ? What are the different types of Research ?
- 30 What is sampling ? Explain various types of sampling methods.
- 31 What is Analysis of Data ? Discuss in detail various statistical tools for analysis of data.

(2 × 4 = 8 weightage)

D 70918

(Pages : 3)

Name.....

Reg. No.....

FIFTH SEMESTER B.Com./B.B.A. DEGREE EXAMINATION, NOVEMBER 2014

(UG-CCSS)

Core Course

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

Time : Three Hours

Maximum : 30 Weightage

Part A

Answer all twelve questions.

I. Fill in the blanks :

- 1 A part of the population selected for study is known as _____.
- 2 _____ is a comprehensive master plan of the research study.
- 3 _____ research is also called fundamental research.
- 4 _____ is the sequential and systematic procedure of conducting a research.

II. Choose the correct answer :

- 5 The sample size should be :
 - (a) As small as possible.
 - (b) As large as possible.
 - (c) Representative of the universe as possible.
 - (d) Minimum 30.
- 6 Which one of the following is a measure of central tendency ?
 - (a) Mean.
 - (b) Dispersion.
 - (c) Range.
 - (d) Correlation.
- 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 It is not a method of data collection :
 - (a) Schedule.
 - (b) Questionnaire.
 - (c) Interview.
 - (d) Examination.

Turn over

III. Answer in *one word* :

- 9 Detail description of certain functional variables and characteristics of a problem situation.
- 10 A list of well-framed questions deemed to be answered by the respondents.
- 11 Research related to some abstract idea or theory.
- 12 It is prepared and is filled by investigator himself.

(12 × ¼ = 3 weightage)

Part B

Answer the following in one or two sentences each.

Answer all questions.

Each question carries a weightage of 1.

- 13 Describe the merits and demerits of interviews.
- 14 How descriptive research is different from applied research ?
- 15 How will you select a research topic ?
- 16 Differentiate between Probability and Non-probability sampling.
- 17 Describe the relevance of observation in collecting information for research.
- 18 Functions of a research design.
- 19 What are the qualities of a researcher ?
- 20 What are the requisites of a good report ?
- 21 Discuss the principal objectives of social research.

(9 × 1 = 9 weightage)

Part C (Short Essays or Paragraph Questions)

Answer any five questions.

Each question carries a weightage of 2.

- 22 What is a research problem ? What are the main issues in formulating a research problem ?
- 23 Discuss in brief various methods of sampling.
- 24 Distinguish between research methods and research methodology.
- 25 What is questionnaire ? What are the precautions necessary while formulating questions ?
- 26 Explain the meaning and significance of a research design.
- 27 Explain the role of research in management decision-making.
- 28 Discuss the advantages of sampling over census method of data collection.

(5 × 2 = 10 weightage)

Part D (Essay Questions)

Answer any two questions.

Each question carries a weightage of 4.

- 29 Explain the various phases in a research process.
- 30 Describe the various methods of collecting primary data and comment on their relative advantages and disadvantages.
- 31 Give the meaning of research. What are the different types of research ?

(2 × 4 = 8 weightage)

**FIFTH SEMESTER B.Com./B.B.A. DEGREE [SUPPLEMENTARY]
EXAMINATION, NOVEMBER 2017**

(CCSS-SDE)

B.Com./B.B.A.

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

Time : Two Hours and Forty-five Minutes

Maximum : 27 Weightage

Answers should be written only in English.

Part B

SECTION A

Answer all nine questions in one or two sentences each.

Each question carries a weightage of 1.

1. What is data processing?
2. What do you mean by business research?
3. Define primary data.
4. What is experience survey?
5. What is random sampling?
6. What is contingency table?
7. What is a questionnaire?
8. What is meant by Induction?
9. What is personal interview?

(9 × 1 = 9 weightage)

SECTION B

Answer any five questions in not more than one page each.

Each question carries a weightage of 2.

10. What are the needs for pilot study?
11. What are the objectives of research?
12. What is meant by hypothesis? What are its objectives?
13. What is the significance of pilot study in research?
14. Discuss the process of problem definition.

Turn over

- 15. What is meant by secondary data analysis?
- 16. What are the methods of restricted random sampling? Describe any *two* with advantages and limitations.

(5 × 2 = 10 weightage)

SECTION C

Answer any two questions in not more than four pages each.

Each question carries a weightage of 4.

- 17. Describe Data Processing. Discuss the processing stages and methods involved.
- 18. What do you mean by Measurement? What are the different scales and criteria for good measurement?
- 19. What is a questionnaire? What are the steps in preparing a questionnaire?

(2 × 4 = 8 weightage)

D 72706

(Pages : 2)

Name.....

Reg. No.....

**FIFTH SEMESTER B.Com./B.B.A. DEGREE (U.G.—CCSS) EXAMINATION
NOVEMBER 2014**

(SDE)

Core Course

BC 5B 08—BUSINESS RESEARCH METHODS

Time : Two Hours and Forty-Five Minutes

Maximum : 27 Weightage

Answers should be written only in English.

Part B

SECTION A

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

- 1 Define Business Research.
- 2 What do you mean by Induction Method ?
- 3 Define Secondary Data.
- 4 What do you mean by Case Study ?
- 5 Distinguish between attributes and variables.
- 6 Define Coding.
- 7 What is a questionnaire ?
- 8 What do you mean by Hypothesis Testing ?
- 9 Define Stratified Random Sampling ?

(9 × 1 = 9 weightage)

SECTION B

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

- 10 Discuss the different methods of non-random sampling.
- 11 Explain briefly any three measures of Central tendency.
- 12 Discuss briefly the different scaling techniques.
- 13 What is a research problem ? State the sources research problems.
- 14 What is an interview ? State its merits and drawbacks.

Turn over

15 Distinguish between exploratory research design and experimental research design.

16 What are Index Numbers ? State its characteristics and advantages.

(5 × 2 = 10 weightage)

SECTION C

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

17 Briefly describe the different steps involved in a research process.

18 Define Research report. What are its contents ? Discuss the contents briefly.

19 Explain the different methods of random sampling stating their advantages and limitations.

(2 × 4 = 8 weightage)

D 12577

(Pages : 2)

Name.....

Reg. No.....

**FIFTH SEMESTER B.Com./B.B.A. DEGREE [SUPPLEMENTARY/
IMPROVEMENT] (UG—CCSS) EXAMINATION, NOVEMBER 2016**

BC5 B08—BUSINESS RESEARCH METHODS

Time : Two Hours and Forty-Five Minutes

Maximum : 27 Weightage

Part B

Answers should be written only in English.

SECTION A

Answer all nine questions in one or two sentences each.

Each question carries a weightage of 1.

1. Define induction theory.
2. Define applied research.
3. What is causal research design ?
4. What do you mean by problem definition ?
5. Define stratified random sampling.
6. What is an ordinal scale ?
7. What is a dependent variable in research ?
8. Define degrees of freedom.
9. Short note on percentage analysis.

(9 × 1 = 9 weightage)

SECTION B

Answer any five questions out of seven.

Answer not to exceed one page each.

Each question carries a weightage of 2.

10. Elaborate on operational definition in a research context.
11. Explain the merits of exploratory research.
12. What are the features of a random sampling ?
13. Write the Do's and Don'ts of designing a questionnaire.

Turn over

14. How a contingency table could be used for analysis of data?
15. Write a note on executive summary.
16. 'Research is very much for the benefit of the society' comment.

(5 × 2 = 10 weightage)

SECTION C

Answer any two questions out of three.

Each question carries a weightage of 4.

17. Elaborate on the steps involved in a research.
18. What is a research design ? Explain the types of research design.
19. 'No research could start without secondary data'. Comment.

(2 × 4 = 8 weightage)