**Code No. : 5537　　Sub. Code : ZKCM 34**

M.Com. (CBCS) DEGREE EXAMINATION,
NOVEMBER 2023.

Third Semester

Commerce – Core

BUSINESS RESEARCH METHODS

(For those who joined in July 2021– 2022)

Time : Three hours　　　　　Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer.

1.　_____Research aims at finding a solution as immediate problem faced by the Society.

　(a)　Applied

　(b)　Analytical

　(c)　Descriptive

　(d)　Exploratory

2.　Research process generally starts with ——————.

　(a)　Experimental

　(b)　Hypothesis

　(c)　Data Analysis

　(d)　Observation

3.　A research problem is feasible only when

　(a)　It has utility and relevance

　(b)　It is new and adds something to knowledge

　(c)　It is researchable

　(d)　All of the above

4.　A Blue print of Research work is known as ——————.

　(a)　Sampling Design

　(b)　Research Design

　(c)　Research Hypotheses

　(d)　Research Approach

5.　Which one of the following is a source of Primary Data?

　(a)　Interview Schedule

　(b)　News Paper

　(c)　Journal

　(d)　Diary

6.　Null hypothesis is denoted by

　(a)　H o　　　　(b)　o H

　(c)　H 1　　　　(d)　1 H

7.　What is the major attribute of Correlation Analysis?

　(a)　Association among variables

　(b)　Difference among variables

　(c)　Regression among variables

　(d)　Variations among variable

8.　Which of the following sampling methods, which is a probability method?

　(a)　Judgment　　(b)　Quota

　(c)　Convenience　(d)　Area

9.　In periodic report, it manages the track ongoing operations on:

　(a)　Periodic　　　(b)　Regular basis

　(c)　Both (a) and (b)　(d)　Irregular

10.　What is placed at the end of the research report?

　(a)　Title page　　(b)　Bibliography

　(c)　Appendices　　(d)　Body

PART B — (5 × 5 = 25 marks)

Answer ALL questions, choosing either (a) or (b).

Each answer should not exceed 250 words.

11.　(a)　What are the objectives of the research?

Or

　　(b)　Bring out the criteria of a good research.

12.　(a)　Define research design. State its importance.

Or

　　(b)　Distinguish between Exploratory and Descriptive research design.

13.　(a)　Briefly explain the non-probability sampling methods.

Or

　　(b)　What is scaling? Explain the various methods.

14.　(a)　What is 'T' test? Where is it applied?

Or

　　(b)　Highlight the advantages of non-parametric Test.

15. (a) Explain the different types of report?

Or

(b) Why are ethics important in social science research?

PART C — (5 × 8 = 40 marks)

Answer ALL questions, choosing either (a) or (b).

Each answer should not exceed 600 words.

16. (a) Explain the various types of research.

Or

(b) What are the problems to be encountered by researcher in India? Explain.

17. (a) Describe the techniques of defining a research problem.

Or

(b) List and describe the sources of problem selection.

18. (a) Explain the different methods of collection of Primary data.

Or

(b) Examine the factors determine the Sample size.

19. (a) Explain the various methods of calculating co-efficient of correlation.

Or

(b) What is factor analysis? Explain its methods.

20. (a) Describe in brief the Lay-out of a research report.

Or

(b) Discuss the various steps involved in writing a research report.

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