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(Pages : 2)

Name.....

Reg. No.....

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

B.Com.

BCM 5B 08—BUSINESS RESEARCH METHODS

(2019 Admission onwards)

Time : Two Hours and a Half

Maximum : 80 Marks

Part A*Answer all questions.*

1. What is sample design ?
2. Define Hypothesis.
3. What do you mean by research ?
4. What is Variable ?
5. Give the meaning of applied research.
6. What is stratified random sampling ?
7. What is exploratory research design ?
8. Explain reliability of a research instrument.
9. Explain snowball sampling.
10. What is the need for executive summary in research report ?
11. What is contingency table ?
12. What is confidence level ?
13. What is multivariate data analysis ?
14. What is discriminant analysis ?
15. What is pilot survey ?

(15 × 2 = 30, maximum ceiling 25 marks)

Turn over

Part B

Answer all questions.

16. What is the need for conducting Research.
17. Differentiate between qualitative and quantitative research.
18. What are the essentials of a good research report ?
19. How can a researcher ensure validity of research instrument ?
20. Explain the need for literature review.
21. Differentiate between questionnaire and schedule.
22. Explain non-probability sampling methods.
23. Explain the different types of measurement scale.

(8 × 5 = 40, maximum ceiling 35 marks)

Part C

Answer any two questions.

24. Explain the contents of research design.
25. Explain the merits and demerits of observation method of primary data collection.
26. What is data processing ? What are the components of data processing ?
27. What is a research report ? Explain the types of report.

(2 × 10 = 20 marks)