D 130001 (Pages : 2) Name...

Reg. No.....................................

FIFTH SEMESTER (CBCSS—UG) DEGREE EXAMINATION
NOVEMBER 2025

B.Com.

BCM 5B 08—BUSINESS RESEARCH METHODS

(2019 Syllabus)

Time : Two Hours and a Half Maximum : 80 Marks

Answers should be written in English only.

Part A

Answer **all** *questions.*

1. Define Research.

2. What do you mean by alternative hypothesis ?

3. What is basic research ?

4. What is research design ?

5. What is experimental research design ?

6. What do you mean by primary data ?

7. What is a Questionnaire ?

8. What is quota sampling ?

9. What do you mean by independent variable ?

10. What is a moderating variable ?

11. What do you mean by scale data ?

12. What is the purpose of the pilot study ?

13. What is a frequency table ?

14. What is multi-variate data analysis ?

15. What do you mean by sampling frame ?

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

Turn over

Part B

*Answer **all** questions.*

16. Explain the phases of business research.

17. Differentiate exploratory and causal research.

18. What are variables in research ? Explain its types.

19. Elucidate probability sampling

20. Distinguish between primary data and secondary data

21. What is research report ? Explain the types of reports.

22. What is business research ? Explain its features.

23. What is research gap ? How to identity the research gap ?

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

Part C

*Answer any **two** questions.*
Each question carries 10 *marks.*

24. Define business research. Discuss its significance and essential features in the business environment.

25. What is research design ? Explain different types of research design with suitable examples.

26. What are the different methods of data collection ? Explain the methods adopted in business research.

27. Data analysis is a pivotal aspect of research. Explain the statement in the light of tools and statistical methods for data analysis.

(2 × 10 = 20 marks)