

## FOURTH SEMESTER UG DEGREE EXAMINATION, APRIL 2024

## B.Com. HONOURS

## GBCH4B17T: BUSINESS RESEARCH METHODS

Time: 3 Hours

Maximum Marks: 80

**PART A: Answer all the questions. Each carries one mark.****Choose the correct answer.**

1. \_\_\_\_\_ is regarded as reasoning from the particular to general.  
a) Induction.      b) Deduction.      c) Rational.      d) None of these.
2. A complete survey of the population is called\_\_\_\_\_.  
a) Census.      b) Sample.      c) Panel.      d) Trend.
3. The first step in the statistical activities is the\_\_\_\_\_.  
a) Publication of report.      b) Analysis of data.  
c) Processing of data.      d) Collection of data.
4. A \_\_\_\_\_ is a circular chart divided into sectors, illustrating relative magnitude or frequencies.  
a) Pie chart.      b) Bar diagram.      c) Pictogram.      d) None of these.
5. \_\_\_\_\_ report aims to make information accessible to everyone.  
a) Technical.      b) Written.      c) Popular.      d) Oral.

**Fill in the Blanks.**

6. If the variable can take only exact values, it is called a \_\_\_\_\_ variable.
7. The diagram drawn for presenting the data in picture form is called\_\_\_\_\_.
8. \_\_\_\_\_ reports are also known as verbal reports.
9. In \_\_\_\_\_ focus groups there are two moderators.
10. Simple random sampling is also known as\_\_\_\_\_.

**(10 x 1 = 10 Marks)****PART B: Answer any eight questions. Each carries two marks.**

11. What do you mean by secondary data analysis in exploratory research?
12. Define two tailed hypothesis.
13. What is ordinal scale?
14. Comment note on manifold classification.
15. List out the parametric and non-parametric tests.

**(PTO)**

16. Define simple random sampling.
17. What is oral report?
18. Define combined reports.
19. Comment on unidimensional analysis.
20. What do you mean by subject and author index?

**(8 x 2 = 16 Marks)**

**PART C: Answer any *six* questions. Each carries *four* marks.**

21. Explain the process of theory building.
22. What are the points to be kept in mind while conducting focus group interviews?
23. Which are the different types of validity?
24. Discuss the format of research reports.
25. What is classification? Discuss its different types.
26. Explain the parts of a statistical table.
27. Describe the characteristics of a good report.
28. Explain the report writing stages.

**(6 x 4 = 24 Marks)**

**PART D: Answer any *two* questions. Each carries *fifteen* marks.**

29. Define Business research. Explain the different types of business researches.
30. What is a research design? Discuss the different types of research design.
31. Explain the random and non-random sampling methods.

**(2 x 15 = 30 Marks)**