

**FOURTH SEMESTER UG DEGREE EXAMINATION, APRIL 2025****(Regular/Improvement/ Supplementary)****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. Quantitative research is based on \_\_\_\_\_.  
A. Variables. C. Information.  
B. Attributes. D. None of these.
2. A \_\_\_\_\_ study is a small scale initial study conducted before the main research.  
A. Preliminary C. Case  
B. Secondary D. Pilot
3. Where it is not possible to collect data directly from the informants \_\_\_\_\_ method is followed.  
A. direct personal interview C. structured interview  
B. indirect personal interview D. unstructured interview
4. Measurement of data in rows and columns are known as \_\_\_\_\_.  
A. Classification. C. Editing.  
B. Coding. D. Tabulation.
5. The diagram drawn for presenting the data in picture form is called \_\_\_\_\_.  
A. Chart. C. Frequency polygon.  
B. Pie chart. D. Pictogram.

**Fill in the blanks.**

6. In \_\_\_\_\_ classification, the data belonging to a particular time or period are put under one class.
7. \_\_\_\_\_ is the process of selecting units from a population.
8. \_\_\_\_\_ hypothesis describes the relationship between two variables.
9. In line graphs the values of dependent variables are taken on the \_\_\_\_\_ axis.
10. The results in \_\_\_\_\_ research leads to problem solving.

**(10 x 1 = 10 Marks)  
(PTO)**

**Part B: Answer any *eight* questions. Each carries *two* marks.**

11. Define research.
12. What do you mean by induction?
13. Define research design.
14. What do you mean by focus group interview?
15. Define statistical hypothesis.
16. Define population.
17. What is primary data?
18. What do you mean by classification on geographical basis?
19. Define pie charts.
20. What is the use of acknowledgements in research reports?

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

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

21. Illustrate deduction theory.
22. Discuss the different types of Research reports.
23. Is business research a basic one or an applied? Comment.
24. Explain the random sampling methods.
25. Elaborate the characteristics of business research.
26. Explain the different types of classification.
27. Give an account on the different types of surveys.
28. Explain the different types of tables.

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

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

29. Explain pilot study by focus group interview.
30. Define measurement and scaling. Explain the different types of measurement scales.
31. Define research report. Briefly describe the structure of a research report.

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