

FIFTH SEMESTER B.Com. DEGREE EXAMINATION, NOVEMBER 2022**(Regular/Improvement/Supplementary)****FINANCE & COMPUTER APPLICATION****GBCM5B08T: BUSINESS RESEARCH METHODS****Time: 2 ½ Hours****Maximum Marks: 80****SECTION A: Answer the following questions. Each carries 2 marks.****(Ceiling 25 Marks)**

1. What do you mean by conclusive research?
2. Define non-quantitative research.
3. List out the areas from which we can identify the business problems.
4. What is a non comparative scale?
5. List the sources of error in measurement.
6. What do you mean by scaling?
7. List out the components of research design.
8. Define data.
9. What do you mean by direct personal interview?
10. List out the different sources of secondary data.
11. What do you mean by data analysis?
12. Define ANOVA.
13. Define bi-variate frequency table.
14. What is the use of acknowledgements in research reports?
15. Define glossary.

SECTION B: Answer the following questions. Each carries 5 marks.**(Ceiling 35 Marks)**

16. State the difference between basic research and applied research.
17. Explain the different types of observation.
18. Define index numbers. What are its uses?
19. Which are the different types of schedules?
20. What are the important measures of central tendency?
21. What is research report? Explain its types.
22. Explain the significance of ethics in business research.
23. Which are the different types of validity?

SECTION C: Answer any 2 question. Each carries 10 marks.

24. Discuss the types of theory building in business research.
25. Elaborate on the different methods used in exploratory research.
26. Explain the random sampling methods.
27. Define graphical presentation. Explain the different types of graphs used to present data.

(2 x 10 = 20 Marks)