

**FIFTH SEMESTER UG DEGREE EXAMINATION, NOVEMBER 2022****(Regular/Improvement/Supplementary)****B.Com Professional****GBCP5B23T: BUSINESS RESEARCH METHODS****Time: 3 Hours****Maximum Marks: 80****PART A: Answer all the questions. Each carries 1 mark.****Choose the correct answer.**

1. .... method of reasoning moves from general to particular  
 A) Induction                      B) Deduction                      C) Abduction                      D) None of these
2. In research, secondary data .....  
 A) is to be avoided                      B) can be used less  
 C) can be used carefully                      D) is not preferable than primary data
3. Which of the following is restricted random sampling?  
 A) Lottery Method                      B) Table of random numbers  
 C) Systematic sampling                      D) None of these
4. .... is the scale used for identification and differentiation only  
 A) Nominal                      B) Ordinal                      C) Interval                      D) Ratio
5. Frequency table is a .....  
 A) Descriptive statistics                      B) Inferential statistics  
 C) Both of these                      D) None of these

**Fill in the Blanks.**

6. .... is a tentative statement or assumption about the relationship between two or more variable
7. .... is the smaller sized study conducted before the main study to analyse its validity.
8. In ..... survey, data is collected from the representative part of the population only
9. .... is a set of questions sent to the respondents for the collection of data
10. .... is the processed and meaningful data used in analysis.

**(10 × 1 = 10 Marks)****(PTO)**

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

11. What is a proposition?
12. What is the purpose of focus group discussion?
13. Write a note on casual research.
14. When does the questionnaire is said to be reliable?
15. What do you mean by editing of data collected by means of questionnaire?
16. Distinguish between census survey and sample survey.
17. What are the sources of secondary data?
18. How can we minimise sampling error?
19. Write two questions come under ordinal scale.
20. What do you mean by contingency table?

**(8 × 2 = 16 Mark)**

**PART C: Answer any *six* questions. Each carries *4* marks.**

21. Distinguish extraneous variable and compounding variable with examples.
22. What is null hypothesis? What are the steps in hypothesis testing?
23. Explain the procedure of systematic sampling with an example.
24. How to check the validity of a measuring instrument?
25. What are the different kinds of research report?
26. Discuss the advantages and disadvantages of simple random sampling.
27. Enlist the different types of questions that can be included in a questionnaire.
28. Briefly explain the features of descriptive research.

**(6 × 4 = 24 Marks)**

**PART D: Answer any *two* questions. Each carries *15* marks.**

29. Explain the phases of business research with examples.
30. Elaborate the concept of research problem with examples. List out the steps in problem definition.
31. What is research report? Describe the contents of a research report.

**(2 × 15 = 30 Marks)**