

**FIFTH SEMESTER UG DEGREE EXAMINATION, NOVEMBER 2023****(Regular/Improvement/Supplementary)****B.Com. Professional****GBCP5B23T: BUSINESS RESEARCH METHODS****Time: 3 Hours****Maximum Marks: 80****PART A: Answer all the questions. Each carries *one* mark.****Choose the Correct Answer**

1. In .....surveys, researchers are interested in variation.  
a) Ad hoc                      b) Permanent                      c) Longitudinal                      d) Cross-sectional
2. The greater the sample size, the smaller the.....  
a) Standard error              b) Mean                      c) Median                      d) Mode
3. The ..... of data are divided into primary and secondary.  
a) Destination              b) Details                      c) Proof                      d) Sources
4. Classification of data on periodical basis is called ..... classification.  
a) Geographical              b) Chronological              c) Simple                      d) Manifold
5. .... is a list of the sources used by the researcher to get information for research report.  
a) Appendix                      b) Bibliography                      c) Index                      d) Glossary

**Fill in the Blanks**

6. .... are statements concerned with the logical relationships among concepts.
7. Research is a ..... endeavour to discover answers to questions.
8. A concept which can take on different values is called as.....
9. .... analysis is an important exploratory research method.
10. The ordinal scale is also known as .....scale.

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

11. What do you mean by a construct?
12. Define experiment.
13. List out the features of exploratory research.
14. What is non random sampling?
15. Comment on descriptive hypothesis.

**(PTO)**

16. What is an online focus group?
17. Distinguish between research design and research method.
18. What are the features of applied research?
19. Comment on cluster sampling.
20. What is constant sum scale?

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

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

21. Write notes on: a) Editing                      b) Tabulation
22. Discuss the importance of conducting business research.
23. Explain the steps in sampling process.
24. Define survey. Explain the features of Survey Method.
25. Explain Contingency table and Class Interval.
26. What is theory building? What is the relationship between theory and practice?
27. Explain the significance of research in various functional areas of business.
28. Define: a) Research Report                      b) Technical Report

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

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

29. What do you mean by specification of a problem? Explain the process of problem definition.
30. Define data. Explain the need and importance of data in research. Distinguish between primary data and secondary data.
31. What is a report? Discuss important types of reports.

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