

**FIFTH SEMESTER B.Com. DEGREE EXAMINATION, NOVEMBER 2023  
(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 *two* marks.  
(Ceiling 25 Marks)**

1. What do you mean by independent variables?
2. Define null hypothesis.
3. List out the features of dual moderator group.
4. Define convergent validity.
5. What is popular report?
6. Give an account on tabular reports.
7. What do you mean by reliability?
8. Illustrate contingency table.
9. What do you mean by complete enumeration method?
10. Define purposive sampling.
11. What is a research problem?
12. Comment on bivariate analysis.
13. Define structured observation.
14. State theory of estimation.
15. What do you understand by ethics in research?

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

16. Explain the researches according to (1) the place where it is carried out and (2) utility.
17. List out the difference between the theoretical research and empirical research.
18. Differentiate between the nominal scale and ordinal scale.
19. Explain exclusive method and inclusive method of arranging classes.
20. What is the difference between stratified sampling and cluster sampling methods?
21. "Business research is basic research or applied research". Comment.
22. What is data processing? Explain the different stages in the data processing.
23. Explain probability sampling methods.

**SECTION C: Answer any *two* questions. Each carries *ten* marks.**

24. Explain the different types of research designs.
25. Define hypothesis. Explain the steps involved in testing hypothesis.
26. What is collection of data? Discuss the difference between collection of data through questionnaires and schedules.
27. Define research report. Describe the structure of a research report.

**(2 x 10 = 20 Marks)**

