FIFTH SEMESTER UG DEGREE EXAMINATION, NOVEMBER 2024

(Regular/Improvement/Supplementary)

B.Com. Professional

GBCP5B23T: BUSINESS RESEARCH METHODS

Time: 3 Hours   **Maximum Marks: 80**

Part A. Answer *all* the questions. Each question carries *one* mark.

Choose the correct answer:

1. Which of the following is NOT related with induction method of reasoning?

    A) Particular to general.   C) Leads to theory formulation.

    B) Method of discovery.   D) General to Particular.

2. ………………. research is the initial research conducted before main research.

    A) Exploratory research.   C) Descriptive research.

    B) Action Research.   D) Case study.

3. Which of the following is NOT random sampling?

    A) Table of random numbers.   C) Stratified sampling.

    B) Lottery method.   D) Snowball sampling.

4. Gender of the respondent is measured in …………………. scale.

    A) Nominal.   C) Interval.

    B) Ordinal.   D) Ratio.

5. Which of the following is a descriptive statistic?

    A) Arithmetic mean.   C) Graph.

    B) Frequency table.   D) All of these.

Fill in the Blanks:

6. ………………….is an object that has a quantity or quality that varies.

7. ………………….is an in-depth and detailed examination of a complex issue object or case in its real life context.

8. In ………………survey, data is collected from each and every individual of the population.

9. …………….. is a conversation where questions are asked to elicit information.

10. ………………is a number showing the variation in a price or value compared with the price or value at a specified earlier time.

$(10 \times 1 = 10$ **Marks)**

(PTO)

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

11. What is purposive sampling?

12. List the process of problem definition.

13. State the meaning of abstract in a research report.

14. Comment on the term interview schedule.

15. What is pre-coding of data in a questionnaire?

16. Define business research.

17. What do you mean by non-probability sampling?

18. List out the causes of non-sampling errors.

19. Write two questions under the ratio scale.

20. What do you mean by census survey?

$$(8 \times 2 = 16 \text{ Marks})$$

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

21. Distinguish between basic and applied research.

22. What is pre-testing? Highlight the role of pre-testing in pilot survey.

23. Explain the procedure of stratified random sampling with an example.

24. Give an account on the methods of measuring reliability of a measuring instrument.

25. Narrate the procedure to be followed while making first draft of a research report.

26. Describe the features and benefits of probability sampling.

27. What is personal interview? Describe the stages of an interview.

28. Enlist and explain the determinants of optimum sample size.

$$(6 \times 4 = 24 \text{ Marks})$$

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

29. Enumerate the different types of business research.

30. Explain the concept of hypothesis. Briefly explain the stages of hypothesis testing.

31. What is research report? Discuss the different kinds of research report.

$$(2 \times 15 = 30 \text{ Marks})$$