FIFTH SEMESTER B.Com DEGREE EXAMINATION, NOVEMBER 2024

(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. Define research problem.
2. What do you mean by an intervening variable?
3. What is fundamental research?
4. How will you identify a research gap?
5. What do you understand by level of significance in data analysis?
6. What are sampling errors?
7. What do you mean by tone in writing?
8. How does a histogram help in understanding the data underlying in it?
9. Define a rating scale.
10. Comment on cluster analysis.
11. What is ANOVA?
12. What do you mean by plagiarism?
13. Give an account on sequential sampling.
14. What do you mean by deduction method of theory building?
15. How will you check the validity of a statistical instrument?

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

16. Describe the characteristics of research hypothesis.
17. Compare and contrast questionnaire and schedule.
18. Write a note on the research design used for descriptive and diagnostic research.
19. Differentiate between parametric and non-parametric tests. Briefly explain their uses in various types of research.
20. Indicate the different scales of measurement of objects or events in research.
21. Briefly explain the important bivariate and multivariate statistical techniques.
22. What are the merits of probability sampling over non probability sampling?
23. Discuss various types of research reports.

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

24. Explain the steps involved in research process.
25. Discuss the structure and layout of a typical research report.
26. Enumerate the different methods of sampling.
27. Describe the different components of a research design.

(2 × 10 = 20 Marks)