D5BCP2305 (PAGES: 2) **Reg. No.....**

Name: .....

FIFTH SEMESTER UG DEGREE EXAMINATION, NOVEMBER 2025

(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. Survey is an important _____ of research.
   a) Manipulation c) Result
   b) Method d) Event
2. _____ samples are best suited for exploratory research.
   a) Systematic c) Judgement
   b) Convenience d) Random
3. Respondent errors and Administrative errors are examples of _____.
   a) Sampling error c) Non sampling error
   b) Standard error d) Standard deviation
4. Editing is the _____ stage in data processing.
   a) Fourth c) Second
   b) Third d) First
5. _____ is a list of the sources used by the researcher to get information for research report.
   a) Appendix c) Index
   b) Bibliography d) Glossary

Fill in the Blanks.

6. Variables that contain data have only two categories are called _____.
7. Testing of _____ is done using statistical methods.
8. _____ is a systematic way of assigning numbers or names to objects and their attributes.
9. Data accuracy is _____ in observation than in survey.
10. When the study is related to one variable it is called _____ analysis.

(10 x 1 = 10 Marks)

(PTO)

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

11. Distinguish between research design and research method.
12. What is a semantic scale?
13. What are cross sectional surveys?
14. What do you mean by sampling design?
15. Define population.
16. What do you mean by business research?
17. Define hypothesis.
18. What is a statistical hypothesis?
19. What is a close ended question?
20. Comment on cluster sampling.

(8 x 2 = 16 Marks)

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

21. Explain Thurston scale with an example.
22. What do you mean by formatting a report?
23. What is the need of pre-testing the drafted questionnaire?
24. Discuss the disadvantages of observation.
25. Elaborate on the principles of tabulation.
26. What are the steps in experimental method?
27. Give the merits and demerits of stratified sampling.
28. Explain the different types of graphs?

(6 x 4 = 24 Marks)

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

29. Explain the different phases of business research.
30. What are the uses of focus groups? How is focus group interview conducted?
31. What are the various aspects that have to be checked before going to final typing?

(2 x 15 = 30 Marks)