D5BCM2302 **Reg. No.....**

Name: .....

FIFTH SEMESTER B.Com. DEGREE EXAMINATION, NOVEMBER 2025
(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 pilot studies.
2. What do you mean by type-II error?
3. Define administrative errors.
4. What is meant by classical experimental design?
5. Define descriptive report.
6. Comment on appendix.
7. Define participant observation.
8. What do you mean by library studies?
9. Define analytical hypothesis.
10. List out the different types of business research.
11. Comment on probability sampling method.
12. List out the comparative scaling techniques.
13. What do you mean by stability?
14. Comment on data processing.
15. What is factor analysis?

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

16. Why nominal scale is considered as the crudest among the measurement scales?
17. Which are the different types of questions that can be used in questionnaires?
18. Describe about random sampling methods.
19. Explain the steps in setting hypothesis.
20. Differentiate between descriptive and causal research designs.
21. Elaborate on the different types of tables.
22. Explain Likert's scale with an example.
23. Discuss the tools employed in descriptive analysis?

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

24. Define "Business research". Explain the features of business research.
25. Explain the non-random sampling methods.
26. Define research report. Explain the report writing stages.
27. Explain the principles and types of tabulation.

(2 x 10 = 20 Marks)