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Name.....................................

Reg. No.................................

FIFTH SEMESTER B.Com./B.B.A. DEGREE EXAMINATION NOVEMBER 2016

(CUCBCSS—UG)

BCM 5B 08/BBA VB 08—BUSINESS RESEARCH METHODS

Time : Three Hours

Maximum : 80 Marks

Part A

*Answer **all** questions.*
Each question carries 1 mark.

A. Fill in the blanks :

1 —————— sampling method is used when the population is heterogeneous.

2 The errors which arise due to the use of —————— are known as sampling errors.

3 —————— table shows the relationship between two variables in a tabular form.

4 —————— is the process of reducing large mass of data into homogeneous groups for meaningful analysis.

5 A —————— table shows the relationship between two variables in tabular form.

B. Multiple choice :

6 Which one of the following is not a measure of central tendency ?

    (a) Mean.

    (b) Mode.

    (c) Median.

    (d) Range.

7 Secondary data can be collected from :

    (a) Observation.

    (b) Interview.

    (c) Questionnaire.

    (d) Books.

8 The first step in data processing is :

    (a) Tabulation.

    (b) Coding.

    (c) Editing.

    (d) Transcription.

9 A complete survey of the population is called ——————.

    (a) Census.

    (b) Sample.

    (c) Panel.

    (d) Trend.

Turn over

10 Plan of study of a researcher is called the ————

    (a) Research design.
    (b) Research method.

    (c) Research procedure.
    (d) Research problem.

(10 × 1 = 10 marks)

Part B

*Answer any **eight** questions.*
Each question carries 2 marks.

11 What is a research problem ?

12 What is cluster sampling ?

13 What is induction ?

14 What is nominal scale ?

15 What is non-sampling error ?

16 What is tabulation ?

17 What is an index number ?

18 What do you mean by "Pilot Study" ?

19 What do you mean by "coding of data" ?

20 What is research report ?

(8 × 2 = 16 marks)

Part C

*Answer any **six** questions.*
Each question carries 4 marks.

21 Distinguish between Exploratory and Descriptive research.

22 What do you mean by "contingency table" ?

23 Discuss the uses of graphs and diagrams in research.

24 Discuss the application of interval and ratio scale in research.

25 Explain the important Scaling Techniques used in research.

26 What is a questionnaire ? What precautions are to be taken while designing a questionnaire ?

27 Explain briefly the stages involved in data processing.

28 State the qualities required for a good research report.

(6 × 4 = 24 marks)

Part D

Answer any **two** *questions.*
Each question carries 15 marks.

29. What are the different methods used for collecting primary data. Discuss its merits over secondary data collection.

30. What is data analysis ? Explain the tools and techniques of statistics used in research analysis.

31. What do you mean by report writing ? Discuss the steps involved in report writing.

(2 × 15 = 30 marks)

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(CUCBCSS—UG)

BCM 5B 08/BBA VB 08—BUSINESS RESEARCH METHODS

(Multiple Choice Questions for SDE Candidates)

Time : 15 Minutes	Total No. of Questions : 20	Maximum : 20 Marks

INSTRUCTIONS TO THE CANDIDATE

1. This Question Paper carries Multiple Choice Questions from 1 to 20.

2. The candidate should check that the question paper supplied to him/her contains all the 20 questions in serial order.

3. Each question is provided with choices (A), (B), (C) and (D) having one correct answer. Choose the correct answer and enter it in the main answer-book.

4. The MCQ question paper will be supplied after the completion of the descriptive examination.

BCM 5B 08/BBA VB 08—BUSINESS RESEARCH METHODS

(Multiple Choice Questions for SDE Candidates)

1. Research is only ————— enquiry into the system of knowledge to disapprove or approve or to arrive at new conclusions for the betterment of the existing system.

    (A) Systematic.

    (B) Computerized.

    (C) General.

    (D) None of these.

2. Business research means the discovery of new knowledge in the field of —————.

    (A) Management.

    (B) Administration.

    (C) Business.

    (D) None of these.

3. A ————— analysis determines the cost of each production item used to produce goods and services.

    (A) Marketing.

    (B) Financial.

    (C) Technical.

    (D) Investment.

4. ————— research is a fact finding investigation.

    (A) Formulative.

    (B) Causal.

    (C) Descriptive.

    (D) None of these.

5. ————— research is a management tool that can be used for creating business strategies, managing production and managing growth.

    (A) Social.

    (B) Business.

    (C) Educational.

    (D) None of these.

6. A set of logically interrelated statements in the form of empirical assertions about properties of infinite class of events or things is known as —————.

    (A) Theory.

    (B) Concept.

    (C) Construct.

    (D) Hypothesis.

7. ————— follows an approach which is from "general to specific".

    (A) Retroduction.

    (B) Induction.

    (C) Deduction.

    (D) None of these.

8. The ——————— method consists of studying several individual cases and drawing generalization.

   (A) Retroduction.

   (B) Induction.

   (C) Deduction.

   (D) None of these.

9. A ——————— is an abstraction formed by generalizations from particulars.

   (A) Theory.

   (B) Concept.

   (C) Construct.

   (D) Hypothesis.

10. An ——————— is a procedure agreed upon for translation of a concept into measurement of some kind.

   (A) Operational definition.

   (B) Concept.

   (C) Proposition.

   (D) Hypothesis.

11. ——————— research is mainly concerned with discovery and with generating or building theory.

   (A) Situational.

   (B) Causal.

   (C) Descriptive.

   (D) Exploratory.

12. Secondary data analysis is another form of ——————— research.

   (A) Situational.

   (B) Causal.

   (C) Descriptive.

   (D) Exploratory.

13. Correctly defining the problem is the essential ——————— step in the business research process.

   (A) First.

   (B) Second.

   (C) Third.

   (D) Last.

14. Plan of study of a researcher is called the ———————.

   (A) Research design.

   (B) Research method.

   (C) Research procedure.

   (D) Research problem.

15. ——————— Research seeks to find cause and affect relationships between variables.

   (A) Descriptive.

   (B) Explorative.

   (C) Causal.

   (D) None of these.

Turn over

16. The survey is a non- experimental, —————— Research method.

    (A) Descriptive.

    (B) Non-descriptive.

    (C) Causal.

    (D) None of these.

17. The —————— method involves a complete enumeration of all units of the population or universe.

    (A) Census.

    (B) Sample.

    (C) Both (A) and (B).

    (D) None of these.

18. —————— error is known as non-cumulative error.

    (A) Unbiased.

    (B) Biased.

    (C) Technical.

    (D) None of these.

19. Which of the statistics is not permissible with nominally scaled data ?

    (A) Chi-square.

    (B) Median.

    (C) Range.

    (D) Both (B) and (C) are not permissible.

20. The —————— Scale places events in order.

    (A) Nominal.

    (B) Ordinal.

    (C) Interval.

    (D) Ratio.