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

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

FIFTH SEMESTER B.Com. DEGREE EXAMINATION, NOVEMBER 2013

(CCSS)

Commerce

BC 5B 08/BB VB 08—BUSINESS RESEARCH METHODS

Time : Three Hours

Maximum Weightage: 30

Part A

This Part consists of three bunches of questions of equal weightage.
*Each bunch has **four** questions.*
*Answer all **twelve** questions.*

A. Fill in the blanks :

1 ———— Research is a study of past records and other information with a view to discover the trends in the past.

2 A ———— is a logical and systematic plan prepared for directing a research study.

3 ———— is a two way systematic conversation between the investigator and an informant for obtaining information to a specific study.

4 Under ———— random sampling method population is divided in to homogeneous groups and samples are drawn from each group.

B. Choose the correct answer from brackets :

5 One of the sources of secondary data :

    (a) Interview.

    (b) Census report.

    (c) Simulation.

    (d) Mail survey.

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

    (a) Mean.

    (b) Mode.

    (c) Median.

    (d) Range.

7 The first Step in data processing is :

    (a) Tabulation.

    (b) Editing.

    (c) Coding.

    (d) Transcription.

Turn over

8   Which chart consists of either vertical or horizontal bars to represent variables ?

(a)   Pictograms.   (b)   Ogive.

(c)   Bar chart.   (d)   Pie chart.

C.   Answer in *one word* :

9   Measurement of an object a person in the order of ranks from the least to most on a continuum is called :

10   The type of observation wherein the observer is a part of the phenomenon or group which is observed is called :

11   Failure to obtain responses from some sample respondents in called :

12   The list of population elements from which the sample is drawn is called :

(12 × ¼ = 3 weightage)

Part B

Answer all **nine** *questions in one* **or** *two sentences each.*
Each question carries a weightage 1.

13   What do you mean by research problem ?

14   What is meant by action research ?

15   Define "Validity".

16   What is meant by Tabulation ?

17   What is a focused Interview ?

18   Define the term "Deduction".

19   Define Experimental Research.

20   What is a statistical hypothesis ?

21   What do you mean by mail survey ?

(9 × 1 = 9 weightage)

Part C

Answer any **five** *questions in not more than* **one** *page each.*
Each question carries a weightage of 2.

22   What are the qualities of a good research ?

23   State and explain the significance of business research.

24   Explain the utility and limitations of Scaling Techniques in research.

25   Distinguish between Exploratory and Descriptive research.

26 Differentiate simple random sampling from restricted random sampling.

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

28 Explain briefly the different stages involved in data processing.

(5 × 2 = 10 weightage)

Part D

Answer any two questions.
Each question carries a weightage of 4.

29 What is a research design ? Explain the steps in preparing a research design.

30 Explain the utility of statistical analysis in research. What are the limitations of statistical tools in interpreting the data ?

31 Define a Research report. Explain its purpose and contents.

(2 × 4 = 8 weightage)