

D 70918

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Name.....

Reg. No.....

FIFTH SEMESTER B.Com./B.B.A. DEGREE EXAMINATION, NOVEMBER 2014

(UG-CCSS)

Core Course

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

Time : Three Hours

Maximum : 30 Weightage

Part A

Answer all twelve questions.

I. Fill in the blanks :

- 1 A part of the population selected for study is known as _____.
- 2 _____ is a comprehensive master plan of the research study.
- 3 _____ research is also called fundamental research.
- 4 _____ is the sequential and systematic procedure of conducting a research.

II. Choose the correct answer :

- 5 The sample size should be :
 - (a) As small as possible.
 - (b) As large as possible.
 - (c) Representative of the universe as possible.
 - (d) Minimum 30.
- 6 Which one of the following is a measure of central tendency ?
 - (a) Mean.
 - (b) Dispersion.
 - (c) Range.
 - (d) Correlation.
- 7 The process of checking and verifying data to detect and correct errors and omission is called :
 - (a) Coding.
 - (b) Recording.
 - (c) Editing.
 - (d) Analysing.
- 8 It is not a method of data collection :
 - (a) Schedule.
 - (b) Questionnaire.
 - (c) Interview.
 - (d) Examination.

Turn over

III. Answer in *one word* :

- 9 Detail description of certain functional variables and characteristics of a problem situation
- 10 A list of well-framed questions deemed to be answered by the respondents.
- 11 Research related to some abstract idea or theory.
- 12 It is prepared and is filled by investigator himself.

(12 × ¼ = 3 weightage)

Part B

Answer the following in one or two sentences each.

Answer all questions.

Each question carries a weightage of 1.

- 13 Describe the merits and demerits of interviews.
- 14 How descriptive research is different from applied research ?
- 15 How will you select a research topic ?
- 16 Differentiate between Probability and Non-probability sampling.
- 17 Describe the relevance of observation in collecting information for research.
- 18 Functions of a research design.
- 19 What are the qualities of a researcher ?
- 20 What are the requisites of a good report ?
- 21 Discuss the principal objectives of social research.

(9 × 1 = 9 weightage)

Part C (Short Essays or Paragraph Questions)

Answer any five questions.

Each question carries a weightage of 2.

- 22 What is a research problem ? What are the main issues in formulating a research problem
- 23 Discuss in brief various methods of sampling.
- 24 Distinguish between research methods and research methodology.
- 25 What is questionnaire ? What are the precautions necessary while formulating questions
- 26 Explain the meaning and significance of a research design.
- 27 Explain the role of research in management decision-making.
- 28 Discuss the advantages of sampling over census method of data collection.

(5 × 2 = 10 weightage)

Part D (Essay Questions)

Answer any two questions.

Each question carries a weightage of 4.

- 29 Explain the various phases in a research process.
- 30 Describe the various methods of collecting primary data and comment on their relative advantages and disadvantages.
- 31 Give the meaning of research. What are the different types of research ?

(2 × 4 = 8 weightage)