FIFTH SEMESTER B.Com. DEGREE EXAMINATION, NOVEMBER 2019

(CUCBCSS—UG)

B.Com.

BCM 5B 08—BUSINESS RESEARCH METHODS

(2017 Admissions)

Time : Three Hours   Maximum : 80 Marks

Part I (Objective Questions)

Answer all questions.
Each question carries 1 mark.

Fill in the blanks :

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

2. ————— is a set of logically interrelated statements in the form of empirical assertions about properties of infinite class of events or things.

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

4. When questionnaire is posted to informants, it is called ?

5. Random sampling is also called ————— sampling.

Choose the correct answer :

6. ————— Samples are best suited for exploratory research.

    (a) Systematic.   (b) Convenience.

    (c) Judgment.   (d) Random.

7. In fine graphs, values of dependent variables are taken on the :

    (a) X-axis.   (b) Y-axis.

    (c) Base line.   (d) None of these.

8. When the study is related with more than two variables, it is termed as :

    (a) Bivariate.   (b) Multivariate.

    (c) Casual.   (d) Unidimensional.   **Turn over**

9. ———— is defined as the square- root of the average of the squared deviation from the mean.

    (a) Range.

    (b) Standard deviation.

    (c) Skewness.

    (d) Geometric mean.

10. Where the sample size is less than 30 ———— is used.

    (a) F-test.

    (b) *t*-test.

    (c) *z*-test.

    (d) U-test.

(10 × 1 = 10 marks)

Part II (Short Answer Questions)

*Answer any **eight** out of the ten questions in two or three sentences.*
Each question carries 2 marks.

11. What is an experiment ?

12. What is a dependent variable ?

13. What is a control group ?

14. When would a one-tailed test be applied ?

15. What is meant by participant reactivity (subject effects) ?

16. What factors determine sample size ?

17. What is meant by validity ?

18. What is a cross-sectional ?

19. Name four levels of measurement.

20. What is the standard error of the mean ?

(8 × 2 = 16 marks)

Part III (Short Essay Questions)

*Answer any **six** out of the eight questions in about 200 words.*
Each question carries 4 marks.

21. Distinguish between Type I Error and Type II Error.

22. Distinguish between independent groups, matched pairs and repeated measures designs.

23. What are the types of research ? Explain.

24. Explain "Randomized Block Design".

25. What are the advantages and disadvantages of questionnaire method of data collection.

26. What is random sampling ? Explain.

27. What is Index Number ? What are its types ?

28. What is executive summary ? Explain its importance.

(6 × 4 = 24 marks)

Part IV (Essay Questions)

Answer any two out of the three questions in about 800 words.

Each question carries 15 marks.

29. What is research report ? What are the essential requirements of a research report ?

30. What is questionnaire ? What are its types ?

31. What is research design ? What are its types ?

(2 × 15 = 30 marks)