

(6 pages)

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M.Com. (CBCS) DEGREE EXAMINATION,
NOVEMBER 2022.

Third Semester

Commerce — Core

BUSINESS RESEARCH METHODS

(For those who joined in July 2021 onwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer :

1. How to judge the depth of any research?
 - (a) By research title
 - (b) By research duration
 - (c) By research objectives
 - (d) By total expenditure in research

2. Which of the following is not a method of research?
 - (a) Survey
 - (b) Observation
 - (c) Historical
 - (d) Philosophical
3. A research problem is feasible only when
 - (a) It has utility and relevance
 - (b) It is researchable
 - (c) It is new and add to knowledge
 - (d) All of the above
4. _____ is the first step to start the research process.
 - (a) Searching online or offline
 - (b) Identification of problem
 - (c) Idea screening and concept development
 - (d) Data collection
5. Testing hypothesis is a
 - (a) inferential statistics
 - (b) descriptive statistics
 - (c) data analysis
 - (d) data preparation

6. Data that have already been collected for some other purpose is termed as
 - (a) Primary data (b) Secondary data
 - (c) Tertiary data (d) Ready made data
7. Which of the following tests is an example of non-parametric method?
 - (a) T-test (b) Z-test
 - (c) Sign test (d) All of the above
8. Chi-square tests is an example of
 - (a) Parametric test (b) Non parametric test
 - (c) Descriptive test (d) Survey test
9. The first page of the research report is
 - (a) Appendix (b) Bibliography
 - (c) Index (d) Title page
10. A written format of a research work is known as
 - (a) Research paper (b) Monograph
 - (c) Project report (d) Research report

PART B — (5 × 5 = 25 marks)

Answer ALL questions, choosing either (a) or (b).
Each answer should not exceed 250 words.

11. (a) What are the characteristics of research?
Or
(b) What are the different types of research?
12. (a) List out the features of good research design.
Or
(b) Discuss the techniques involved in defining a research problem.
13. (a) What are the essentials of a good questionnaire?
Or
(b) Distinguish between probability and non probability sampling.
14. (a) Explain the different parametric test.
Or
(b) Write a note on non parametric analysis.

15. (a) State the features of a good research report.

Or

- (b) List out the contents of a research report.

PART C — (5 × 8 = 40 marks)

Answer ALL questions, choosing either (a) or (b)
Each answer should not exceed 600 words.

16. (a) Discuss the common ways to overcome the challenges of researches.

Or

- (b) What is social research and why is it important?

17. (a) What are the different types of research design?

Or

- (b) Why is the identification of a problem in research is important?

18. (a) Differentiate between questionnaire and interview schedule.

Or

- (b) Explain various types of sampling designs.

19. (a) How do you prepare data analysis in SPSS?

Or

- (b) How do you do chi-square test in SPSS?

20. (a) Discuss the purpose of preparing research report.

Or

- (b) Discuss the lay-out of a report.