

**FIFTH SEMESTER B.Com./B.B.A. DEGREE EXAMINATION
NOVEMBER 2015**

(U.G.—CCSS)

Core Course

BC 513 08/BB VB 08—BUSINESS RESEARCH METHODS

Time : Three Hours

Maximum : 30 Weightage

Part A

*This part consist of **three** bunches of questions carrying equal weightage.*

*Each bunch has **four** questions.*

*Answer all **twelve** questions.*

A. Choose the correct answer from the brackets :

1 Theory explains and predicts about a :

- | | |
|-----------------|--------------------|
| (a) Phenomenon. | (b) Principle. |
| (c) Conclusion. | (d) None of these. |

2 Title given to rows is known as :

- | | |
|--------------|--------------------|
| (a) Caption. | (b) Heading. |
| (c) Stub. | (d) None of these. |

3 If **study** is related to one variable it is called :

- | | |
|-----------------|-------------------|
| (a) Bivariate. | (b) Multivariate. |
| (c) Univariate. | (d) Correlation. |

4 A complete survey of population is known as :

- | | |
|-------------|-------------|
| (a) Census. | (b) Sample. |
| (c) Panel. | (d) Trend. |

B. Fill in the blanks :

5 _____ ended questions are called free answer questions.

6 Random sampling is also called _____

7 _____ is the process of recording the classified facts in rows and columns.

8 A list of special terms and phrases used in research is given in the research report in the form of a _____

Turn over

C. Answer in *one word* :

- 9 Which is the experiment that is conducted in a specifically created situation ?
- 10 Name the type of chart in which data are represented in circle form.
- 11. Give another name for end note.
- 12 Which error occurs due to the faulty selection of sampling method ?

(12 x 1 = 12 weightage)

Part B

*Answer all the **nine** questions in one **or** two sentences each.*

Each question carries 1 weightage.

- 13 Define Research.
- 14 What do you mean by deduction ?
- 15 What is hypothesis ?
- 16 Define Theory.
- 17 What is a variable ?
- 18 What is basic research ?
- 19 What is nominal scale ?
- 20 What is sampling error ?
- 21 What is coding ?

(9 x 1 = 9 weightage)

Part C

*Answer any **five** questions in not more than **one page** each.*

Each question carries 2 weightage.

- 22 Mention the various steps involved in defining and formulating a Research problem.
- 23 What are the various sources of Secondary data ?
- 24 What are the different types of Classification of Data ?
- 25 What are the uses of Graphs and Diagrams ?
- 26 State the qualities of good Research report.

27 Distinguish between Simple random sampling and Deliberate sampling.

28 What is Questionnaire ? What are advantages and disadvantages of Questionnaire method ?

(5 x 2 = 10 **weightage**)

Part D

Answer any two questions.

*Each question carries 4 **weightage**.*

29 What is Research ? What are the different types of Research ?

30 What is sampling ? Explain various types of sampling methods.

31 What is Analysis of Data ? Discuss in detail various statistical tools for analysis of data.

(2 x 4 = 8 **weightage**)