# FIFTH SEMESTER B.Com. DEGREE EXAMINATION, NOVEMBER 2019

(CUCBCSS—UG)

B.Com.

BCM 5B 08/BBA VB 08—BUSINESS RESEARCH METHODS

(2014 Admissions)

Time : Three Hours                                     Maximum : 80 Marks

## Part A

*Answer* **all** *questions.*
*Each question carries 1 mark.*

A. Fill in the blanks :

    1   The method of data collection in which the investigator collects data through sense organs is termed as ————.

    2   Range refers to the difference between ———— and ———— observations.

    3   Selection of sample that is a replica of the population is known as ————.

    4   Accepting a false hypothesis is a ———— Error.

    5   A null hypothesis is symbolically represented as ————.

B. Multiple choices :

    6   What sort of data are PIN codes ?

       (a)   Nominal.               (b)   Interval.

       (c)   Ordinal.                (d)   Ratio.

    7   In an experimental design, the dependent variable is :

       (a)   The one that is not manipulated and in which any changes are observed.

       (b)   The one that is manipulated in order to observe any effects on the other.

       (c)   A measure of the extent to which personal values affect research.

       (d)   An ambiguous concept whose meaning depends on how it is defined.

    8   Which of the following is not a data-collection method ?

       (a)   Research questions.            (b)   Unstructured interviewing.

       (c)   Postal survey questionnaires.    (d)   Participant observation.

9   What is the purpose of the conclusion in a research report ?

   (a)   It explains how concepts were operationally defined and measured.

   (b)   It contains a useful review of the relevant literature.

   (c)   It outlines the methodological procedures that were employed.

   (d)   It summarizes the key findings in relation to the research questions.

10   Formal and informal tests are carried out in :

   (a)   Diagnostic research design.

   (b)   Exploratory research design.

   (c)   Descriptive research design.

   (d)   Experimental research design.

(10 × 1 = 10 marks)

## Part B

*Answer any* **eight** *questions.*
*Each question carries 2 marks.*

11   What is scientific method ?

12   What is the difference between applied and basic research ?

13   What is Nominal scale ?

14   What is sociometry ?

15   What is a bar chart ?

16   What is sampling frame ?

17   What is central limit theorem ?

18   What is bibliography ?

19   What is sampling error ?

20   What is unit analysis ?

(8 × 2 = 16 marks)

## Part C

*Answer any* **six** *questions.*
*Each question carries 4 marks.*

21   What are the postulates on which scientific method is based ?

22   What are the components of a research problem ?

23  What are the types of experimental designs ?

24  Distinguish between Sample survey and Census survey.

25  What is Constant Sum scaling ? Explain with an example.

26  What are the demerits of Telephone interview ?

27  What are the merits of questionnaire ?

28  Briefly explain the commonly used measures of central tendency.

(6 × 4 = 24 marks)

## Part D

*Answer any* **two** *questions.*

*Each question carries 15 marks.*

29  Differentiate between questionnaire and schedule.

30  What is measurement scale ? What are the qualities of a good scale ?

31  What is a research report ? What are the precautions for writing research reports ?

(2 × 15 = 30 marks)