D 11116 (Pages : 3) Name.....

Reg. No.....

FIFTH SEMESTER B.Com./B.B.A. DEGREE EXAMINATION NOVEMBER 2016

(CUCBCSS—UG)

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

Time : Three Hours Maximum : 80 Marks

Part A

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

A. Fill in the blanks :

1 _____ sampling method is used when the population is heterogeneous.

2 The errors which arise due to the use of _____ are known as sampling errors.

3 _____ table shows the relationship between two variables in a tabular form.

4 _____ is the process of reducing large mass of data into homogeneous groups for meaningful analysis.

5 A _____ table shows the relationship between two variables in tabular form.

B. Multiple choice :

6 Which one of the following is not a measure of central tendency ?

(a) Mean. (b) Mode.

(c) Median. (d) Range.

7 Secondary data can be collected from :

(a) Observation. (b) Interview.

(c) Questionnaire. (d) Books.

8 The first step in data processing is :

(a) Tabulation. (b) Coding.

(c) Editing. (d) Transcription.

9 A complete survey of the population is called ————

(a) Census. (b) Sample.

(c) Panel. (d) Trend.

Turn over

10 Plan of study of a researcher is called the _____

(a) Research design. (b) Research method.

c) Research procedure. (d) Research problem.

(10 x 1 = 10 marks)

Part B

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

11 What is a research problem ?

12 What is cluster sampling ?

13 What is induction ?

14 What is nominal scale ?

15 What is non-sampling error ?

16 What is tabulation ?

17 What is an index number ?

18 What do you mean by "Pilot Study" ?

19 What do you mean by "coding of data" ?

20 What is research report ?

(8 x 2 = 16 marks)

Part C

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

21 Distinguish between Exploratory and Descriptive research.

22 What do you mean by "contingency table" ?

23 Discuss the uses of graphs and diagrams in research.

24 Discuss the application of interval and ratio scale in research.

25 Explain the important Scaling Techniques used in research.

26 What is a questionnaire ? What precautions are to be taken while designing a questionnaire ?

27 Explain briefly the stages involved in data processing.

28 State the qualities required for a good research report.

(6 x 4 = 24 marks)

Part D

Answer any two questions.
Each question carries **15** *marks.*

29. What are the different methods used for collecting primary data. Discuss its merits over secondary data collection.

30. What is data analysis ? Explain the tools and techniques of statistics used in research analysis.

31. What do you mean by report writing ? Discuss the steps involved in report writing.

(2 x 15 = 30 marks)