

**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)