

C 30256–A

(Pages : 4)

Name.....

Reg. No.....

FIFTH SEMESTER B.Com./B.B.A. DEGREE EXAMINATION, NOVEMBER 2017

(CUCBCSS—UG)

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

(Multiple Choice Questions for SDE Candidates)

Time : 15 Minutes

Total No. of Questions : 20

Maximum : 20 Marks

INSTRUCTIONS TO THE CANDIDATE

1. This Question Paper carries Multiple Choice Questions from 1 to 20.
2. The candidate should check that the question paper supplied to him/her contains all the 20 questions in serial order.
3. Each question is provided with choices (A), (B), (C) and (D) having one correct answer. Choose the correct answer and enter it in the main answer-book.
4. The MCQ question paper will be supplied after the completion of the descriptive examination.

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

(Multiple Choice Questions for SDE Candidates)

1. The most important part of the research is _____.
(A) Analysis. (B) Findings.
(C) Suggestions. (D) Conclusion.
2. Business Research is research undertaken in the field of _____.
(A) Management. (B) Administration.
(C) Business. (D) Natural science.
3. A theory explains and predicts about a _____.
(A) Phenomenon. (B) Principles
(C) Formula. (D) None of These.
4. A deductive reasoning works from general to particular, it is called _____.
(A) Bottom-Up Approach. (B) Top - Down Approach.
(C) Balanced Approach. (D) Linear Approach.
5. The act of providing a measure of a concept is referred to as _____.
(A) Hypothesis. (B) Construct.
(C) Proposition. (D) Operational Definition.
6. _____ samples are best suited for exploratory research.
(A) Systematic. (B) Convenience.
(C) Judgment. (D) Random.
7. Under _____ sampling method, the samples are selected non-randomly according to some fixed quota.
(A) Systematic. (B) Snow ball.
(C) Judgment. (D) Quota.

8. _____ is the process of observing and recording the observations that are collected as part of research?
- (A) Survey. (B) Interview.
(C) Scaling. (D) Measurement.
9. The ranks obtained by students will be measured on the basis of _____ scale.
- (A) Nominal. (B) Ordinal.
(C) Interval. (D) Ratio.
10. _____ scale is the highest level of measurement scales.
- (A) Nominal. (B) Ordinal.
(C) Interval. (D) Ratio.
11. _____ is the process by which response categories are summarized by numerals or other symbols?
- (A) Editing. (B) Coding.
(C) Classifying. (D) Tabulating.
12. Classification on periodical basis is also called _____ classification.
- (A) Geographical. (B) Chronological.
(C) Simple. (D) Manifold.
13. _____ is the process of recording the classified facts in rows and columns.
- (A) Editing. (B) Coding.
(C) Classification. (D) Tabulation.
14. If a table shows the relationship between two variables in a tabular form, it is called a _____ table.
- (A) Frequency. (B) Simple.
(C) Complex. (D) Contingency.

Turn over

15. The diagram drawn for presenting the data in picture form is called _____.
- (A) Chart. (B) Frequency polygon.
(C) Pie chart. (D) Pictogram.
16. _____ is a specific statement of prediction.
- (A) Concept. (B) Construct.
(C) Proposition. (D) Hypothesis.
17. Population measurements are called _____.
- (A) Parameters. (B) Statistics.
(C) Estimates. (D) Hypotheses.
18. Reporting means _____ through reports.
- (A) Asking. (B) Answering.
(C) Communicating. (D) Stating.
19. Popular report is a report prepared for _____.
- (A) Academic audience. (B) Business managers.
(C) Administrators. (D) Laymen.
20. A list of special terms and phrases used is given in the form of a _____.
- (A) Glossary. (B) Bibliography.
(C) Appendix. (D) Reference.

FIRST SEMESTER B.Com./B.B.A. DEGREE EXAMINATION, NOVEMBER 2016**(CUCBCSS—UG)****Common Course****ENG 1A 01—THE FOUR SKILLS FOR COMMUNICATION****Time : Three Hours****Maximum : 80 Marks****I. Answer the following ten bunches of questions :****1 Communication can be classified into _____ main forms ?**

- (a) 5. (b) 4.
(c) 3. (d) 2.

2 Raju is _____ best student.

- (a) a. (b) the.
(c) an. (d) None of these.

3 Please get me _____ chair.

- (a) a. (b) an.
(c) the. (d) some.

4 Make use of correct punctuation mark :**I enjoy plays _____ Shakespeare tragedies are among my favourites**

- (a) (:) colon. (b) (.) full stop.
(c) (!) exclamatory. (d) (,) comma.

5 The vowel used in the word 'hurt' is :

- (a) /ɜ:/ (b) /a/
(c) /ʌ/ (d) /u/.

6 The past participle of 'ride' is :

- (a) Rode. (b) Ridden.
(c) Had ridden. (d) Riding.

7 Articles are of _____ types.

- (a) 2. (b) 3.
(c) 4. (d) 5.

Turn over

- 8 Stream is a _____ word.
- (a) Monosyllabic. (b) Disyllabic.
(c) Trisyllabic. (d) Polysyllabic.
- 9 'Hawk roosting' is written by _____.
- (a) B.Russel. (b) Ted Hughes.
(c) Nehru. (d) M.K. Gandhi.
- 10 'Put on' is an example of _____.
- (a) Phrasal verb. (b) Verb.
(c) Auxiliary verb. (d) None of these.

(10 × 1 = 10 marks)

II. Answer in a sentence or two any ten questions :

- 11 Gitanjali was written by Tagore (change the voice).
- 12 Word stress.
- 13 Transitive verb.
- 14 Descriptive paragraphs.
- 15 Steps involved in writing a report.
- 16 How will you make your E-mail reader-friendly ?
- 17 Duality of language.
- 18 Name two expressions for requesting.
- 19 Sentence.
- 20 'Face the music' - explain with example.
- 21 Syllables.
- 22 Morphological meaning.

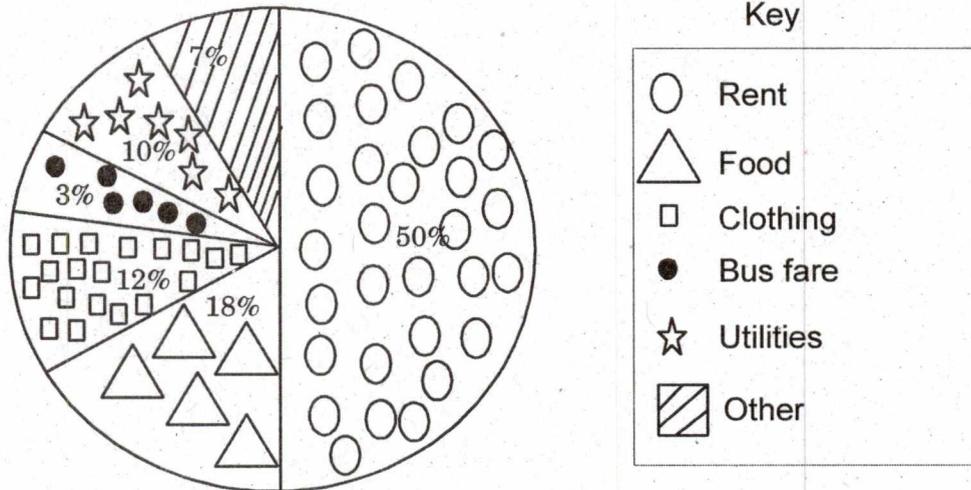
(10 × 2 = 20 marks)

III. Answer any *four* questions out of six in a *paragraph* each :

23 Functions of communication.

24 Study the graph and write an analysis of Tina's expenses :

Tina's Monthly Living Expenses



25 Write down the advantages of *e-mail* writing.

26 Divisions of class words.

27 What are the stages involved in listening to a lecturer ?

28 Transcribe the following words :

- (a) Stuff ; (b) Summer ; (c) Passive ; (d) Claim ; (e) Mountains ; (e) Never ;
 (f) Merrier ; and (g) adversity.

(4 × 5 = 20 marks)

IV. Answer any *two* out of the four questions given in about 300 words :

29 Write a formal letter with all significant parts.

30 Explain with examples RP.

31 Write an essay on the speech sounds of English language.

32 Attempt an essay on E-mail writing.

(2 × 15 = 30 marks)