

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

(CUCBCSS—UG)

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

Time : Three Hours

Maximum : 80 Marks

Part I*Objective Questions.**Answer all ten questions.**Each question carries 1 mark.*

Choose the correct answer :

1. Quantitative Research is ——— based.
 - (a) Variables.
 - (b) Attributes.
 - (c) Information.
 - (d) None of these.
2. A hypothesis is a ——— about the predicted relationships among events or variables.
 - (a) Statement.
 - (b) Conclusion.
 - (c) Orientation.
 - (d) Study.
3. A good research should be ———.
 - (a) Systematic.
 - (b) Logical.
 - (c) Empirical.
 - (d) All of the above.
4. The phases of research design are ———.
 - (a) Sampling design.
 - (b) Statistical design.
 - (c) Operational design.
 - (d) All of the above.
5. ——— research deals with practical problems.
 - (a) Basic.
 - (b) Exploratory.
 - (c) Applied.
 - (d) Experimental.

Fill in the blanks :

6. Plan of study of a researcher is called the ———.
7. Data processing consists of ——— coding and tabulation.

Turn over

8. _____ is the generation of continuum upon which measured objects are located.
9. Classification is one of the methods of _____ data.
10. The _____ scale places events in order.

(10 × 1 = 10 marks)

Part II

Short Answer Questions.

*Answer any **eight** out of the ten questions in two **or** three sentences.*

Each question carries 2 marks.

11. Define Business Research.
12. What is research design ?
13. What is measurement ?
14. What is Median ?
15. What do you mean by hypothesis ?
16. What is systematic sampling ?
17. What is interval scale ?
18. What is secondary data ?
19. What is simple random sampling ?
20. What is mean ?

(8 × 2 = 16 marks)

Part III

Short Essay Questions.

*Answer any **six** out of the eight questions in about 200 words.*

Each question carries 4 marks.

21. What are the different types of variables ?
22. What are the qualities of good hypothesis ?
23. What are the factors affecting the research design ?
24. What are the features of exploratory research ?
25. Explain the essentials of measurement scale.
26. Explain the characteristics of observation method.

27. Explain the important steps to be followed in problem definition.
28. What are the essentials of a good report ?

(6 × 4 = 24 marks)

Part IV

Essay Questions.

*Answer any **two** out of the three questions in about 800 words.*

Each question carries 15 marks.

29. What is business research? Explain the features of business research.
30. Explain the various contents of a report.
31. What are the important methods of sampling ?

(2 × 15 = 30 marks)