

D 70074

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Name.....

Reg. No.....

**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.

Turn over

- 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)