

D 110001

(Pages : 2)

Name.....

Reg. No.....

**FIFTH SEMESTER (CBCSS—UG) DEGREE EXAMINATION  
NOVEMBER 2024**

B.Com.

BCM 5B 08—BUSINESS RESEARCH METHODS

(2019 Admission onwards)

Time : Two Hours and a Half

Maximum : 80 Marks

**Part A***Answer all questions.*

1. What is research gap ?
2. What is induction in research ?
3. What is literature review ?
4. Explain factor analysis.
5. What is bibliography ?
6. What is experimental research ?
7. What is popular report ?
8. What do you mean by bivariate analysis ?
9. Explain Cronbach's alpha.
10. What is meant by ordinal scale ?
11. Explain quota sampling ?
12. What is sampling error ?
13. What is independent variable ?
14. What is meant by data interpretation ?
15. What is sample frame ?

(15 × 2 = 30, maximum ceiling 25 marks)

**Turn over**

**Part B**

*Answer all questions.*

16. Differentiate between census and sample survey.
17. Narrate the need for research report.
18. Differentiate between applied research and pure research.
19. Explain the limitations of research.
20. What are the characteristics of a good hypothesis ?
21. Describe the different types of research design.
22. What are the objectives of research ?
23. Write a short note on 'level of significance' in data analysis.

(8 × 5 = 40, maximum ceiling 35 marks)

**Part C**

*Answer any two questions.*

24. Define research ? Explain the steps in research ?
25. Explain in detail the methods of Probability sampling.
26. What is a research report. Briefly narrate the layout of a research report.
27. Discuss the need for a research design.

(2 × 10 = 20 marks)

D 50471

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Time : Two Hours and a Half

Maximum : 80 Marks

**Part A***Answer all questions.*

1. What is sample design ?
2. Define Hypothesis.
3. What do you mean by research ?
4. What is Variable ?
5. Give the meaning of applied research.
6. What is stratified random sampling ?
7. What is exploratory research design ?
8. Explain reliability of a research instrument.
9. Explain snowball sampling.
10. What is the need for executive summary in research report ?
11. What is contingency table ?
12. What is confidence level ?
13. What is multivariate data analysis ?
14. What is discriminant analysis ?
15. What is pilot survey ?

(15 × 2 = 30, maximum ceiling 25 marks)

**Turn over**

**Part B**

*Answer all questions.*

16. What is the need for conducting Research.
17. Differentiate between qualitative and quantitative research.
18. What are the essentials of a good research report ?
19. How can a researcher ensure validity of research instrument ?
20. Explain the need for literature review.
21. Differentiate between questionnaire and schedule.
22. Explain non-probability sampling methods.
23. Explain the different types of measurement scale.

(8 × 5 = 40, maximum ceiling 35 marks)

**Part C**

*Answer any two questions.*

24. Explain the contents of research design.
25. Explain the merits and demerits of observation method of primary data collection.
26. What is data processing ? What are the components of data processing ?
27. What is a research report ? Explain the types of report.

(2 × 10 = 20 marks)

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BCM 5B 08—BUSINESS RESEARCH METHODS

(2019 Admission onwards)

Time : Two Hours and a Half

Maximum : 80 Marks

**Part A***Answer all questions.**Each question carries 2 marks.*

1. Explain cross-sectional survey.
2. What is data validation ?
3. Write a note on hypothesis testing.
4. What is Preposition ?
5. Distinguish between quantitative and qualitative research.
6. Describe Reliability.
7. What do you mean by editing of data ?
8. Explain concurrent validity.
9. Write a note on social research.
10. What is inferential analysis ?
11. What do you mean by comprehension ?
12. Write a note on fundamental research.
13. What is cluster analysis ?
14. Define research design.
15. Differentiate between internal and external validity.

(15 × 2 = 30, Maximum ceiling 25 marks)

**Turn over**

**Part B**

*Answer all questions.  
Each question carries 5 marks.*

16. Briefly explain the purposes or aims of research ?
17. Distinguish between deduction and induction method of formation of a theory.
18. Write a short note on sampling errors.
19. What are Variables ? Explain different types of variables.
20. List out the objectives of tabulation.
21. Differentiate between exploratory research and causal research.
22. What is measurement and what are the levels of measurement ?
23. Define Research. Explain its characteristic features.

(8 × 5 = 40, Maximum ceiling 35 marks)

**Part C**

*Answer any two questions.  
Each question carries 10 marks.*

24. Explain different steps involved in the research process.
25. Describe the layout of a research report.
26. State the features and important concepts relating to research design.
27. What do you mean by scaling ? Explain frequently used scaling techniques in social science.

(2 × 10 = 20 marks)

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Name.....

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**FIFTH SEMESTER U.G. DEGREE EXAMINATION, NOVEMBER 2021**

(CBCSS—UG)

B.Com.

BCM 5B 08—BUSINESS RESEARCH METHODS

(2019 Admissions)

Time : Two Hours and a Half

Maximum : 80 Marks

**Section A***Answer at least ten questions.**Each question carries 3 marks.**All questions can be attended.**Overall Ceiling 30.*

1. What is inferential analysis ?
2. Explain ethics in research.
3. Write a note on classification of data.
4. Give a brief account on popular report.
5. Explain Comprehension.
6. Write a note on Type II error.
7. Explain tone in report writing.
8. What is cluster analysis ?
9. What do you mean by educational research ?
10. Describe longitudinal survey.
11. What is index number ?
12. Comment on canonical analysis.
13. What do you mean by preposition?
14. Narrate predictive validity.
15. State the meaning of discriminant analysis.

(10 × 3 = 30 marks)

**Turn over**

**Section B**

*Answer at least **five** questions.*

*Each question carries 6 marks.*

*All questions can be attended.*

*Overall Ceiling 30.*

16. Define research design. Explain the features of a good design.
17. Describe the various aspects of a research problem to be considered by the researcher.
18. Explain the steps in sample design.
19. Differentiate Fundamental (or Basic) and Applied Research.
20. What do you mean by analysis of data ? List out its purposes.
21. State the limitations of research.
22. Differentiate subjectivity and objectivity in research.
23. Point out the difference between primary data and secondary data.

(5 × 6 = 30 marks)

**Section C**

*Answer any **two** questions.*

*Each question carries 10 marks.*

24. Narrate the generally accepted principles of tabulation of data.
25. Discuss the importance or uses of research.
26. Depict the layout of the research report.
27. Briefly explain different probability and non-probability sampling methods.

(2 × 10 = 20 marks)