

D 50545

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Name.....

Reg. No.....

**FIFTH SEMESTER B.Com. DEGREE EXAMINATION, NOVEMBER 2018**

(CUCBCSS—UG)

Core Course

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

(Common for B.B.A.)

Time : Three Hours

Maximum : 80 Marks

**Part I (Objective Questions)**

*Answer all ten questions.*

Choose the correct answer :

1. Research :

- (a) Means search for knowledge. (b) Aims at discovering truth.  
(c) Leads to another research. (d) All of the above.

2. A good research should be———

- (a) Systematic. (b) Logical.  
(c) Empirical. (d) All of the above.

3. The——— study is always adopted where only little knowledge or information about a problem is available.

- (a) Exploratory. (b) Descriptive.  
(c) Casual. (d) Experimental.

4. —— research does not follow any formalized pattern.

- (a) Exploratory. (b) Descriptive.  
(c) Casual. (d) Experimental.

5. The phases of research design are———.

- (a) Sampling design. (b) Statistical design.  
(c) Operational design. (d) All of the above.

Turn over

Fill in the blanks :

6. Under \_\_\_\_\_ sampling method the population or universe is divided into number of clusters or large groups.
7. \_\_\_\_\_ is the generation of continuum upon which measured objects are located.
8. A questionnaire is a devise that is most frequently used in collecting \_\_\_\_\_ data.
9. \_\_\_\_\_ is the most common measure of central tendency.
10. Classification is one of the methods of \_\_\_\_\_ data.

(10 × 1 = 10 marks)

### Part II (Short Answer Questions)

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

11. What do you mean by business research ?
12. What is a case study ?
13. What do you mean by hypothesis ?
14. Define research design.
15. What is systematic sampling ?
16. What do you mean by scaling ?
17. What is interval scale ?
18. What is ratio scale ?
19. What is a questionnaire ?
20. What is mode ?

(8 × 2 = 16 marks)

### Part III (Short Essay Questions)

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

21. What are the types of business research ?
22. What are the features of exploratory research ?
23. What are the types of focus groups ?
24. Explain the steps in sampling design.

25. Explain the essentials of measurement scale.
26. Explain the different report writing stages.
27. What are the principles of report writing?
28. Explain the characteristics of observation method.

(6 × 4 = 24 marks)

#### Part IV (Essay Questions)

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

29. What are secondary data? What are the advantages and disadvantages of secondary data? What are the sources of secondary data?
30. Explain the various contents of report.
31. What is random sampling? Explain the important random sampling methods.

(2 × 15 = 30 marks)

Answer

29. Title

2. Type of

→ Adv. new & important