

**FIFTH SEMESTER (CBCSS—UG) DEGREE EXAMINATION
NOVEMBER 2022**

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.

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

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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)

Intervening

Footnotes may be here

Moderating