Second Semester M.Com. Degree Examination, June 2015
(CBCS)
COMMERCE
Paper – 2.4 : Business Research Methods

Time : 3 Hours   Max. Marks : 70

Instruction : *Use of simple non-programmable calculators and statistical tables*
is allowed.

SECTION – A

Answer **any seven** questions out of **ten**. **Each** question carries **two** marks.

(7×2 = 14)

1. a) What is business research ?

    b) State the purpose of literature review.

    c) How are research designs classified ?

    d) What is sampling frame ?

    e) What is probability sampling ?

    f) What is an open end question ? Give an example.

    g) What is pilot study ? State its importance.

    h) What is t-test ?

    i) What do you mean by Type I error and Type II error ?

    j) What is executive summary ?

SECTION – B

Answer **any four** questions out of **six**. **Each** question carries **five** marks.

(4×5 = 20)

2. Explain the characteristics of good research.

3. What is a research proposal ? What are its contents ?

4. Explain the criteria for selecting sampling method.

P.T.O.

5. Distinguish between rating and ranking scales.

6. Explain the characteristics of a good table.

7. Describe the precautions to be taken while interpreting the results.

SECTION – C

Answer **any three** questions out of **five**. **Each** question carries **twelve** marks.

(3×12=36)

8. Discuss the importance of business research for a developing economy like India.

9. What are the various methods of collecting research data ? Explain their advantages and limitations.

10. What do you mean by the term 'measurement' ? Explain the characteristics and various types of measurement scales.

11. What are the essentials of a good questionnaire ? Draft a suitable questionnaire to know the buying habits of rural people.

12. What are the essentials of a good research report ? Explain the precautions to be taken while preparing a research report.

———————

II Semester M.Com. Degree Examination, June 2016
(CBCS)
COMMERCE
Paper – 2.4 : Business Research Methods

Time : 3 Hours   Max. Marks : 70

Instruction : Use of simple non-programmable calculators and statistical tables is **allowed**.

SECTION – A

Answer **any seven** questions out of ten. **Each** question carries **two** marks.   (7×2=14)

1. a) State the scope of business research.

   b) Mention the different types of research.

   c) What is research design ?

   d) State the limitations of sampling.

   e) Distinguish between sampling and non-sampling errors.

   f) Distinguish between nominal scale and ordinal scale.

   g) What is a dichotomous question ? Give examples.

   h) What is tabulation ? State its uses.

   i) What is executive summary ?

   j) What is bibliography ?

SECTION – B

Answer **any four** questions out of six. **Each** question carries **five** marks.   (4×5=20)

2. Distinguish between basic, fundamental and applied research.

3. Explain the major components of a good research study.

4. What do you mean by qualitative data ? How do you quantify it ?

5. What are projective techniques ? What are its advantages and limitations ?

6. Disstinguish between single item and multiple item scale.

7. Describe the precautions to be taken while interpreting the results.

SECTION – C

Answer **any three** questions out of five. **Each** question carries **twelve** marks. (3×12=36)

8. What is a research problem ? Discuss the main issues which should receive the attention of the researcher in formulating the research problem.

9. Explain the ethical issues involved in business research. How can they be resolved ?

10. Explain the various types of measurements. What are the various types of scales and their importance ? Discuss.

11. Explain the need for editing, coding, classifying and tabulating in processing of data.

12. Explain the various types of research reports. Briefly explain the contents of a research report.

_____