

II Semester M.Com. (FA) Examination, June/July 2018
(CBCS)
Paper – 2.7 : SC : BUSINESS RESEARCH METHODS

Time : 3 Hours

Max. Marks : 70

SECTION – A

1. Answer **any seven** sub-questions. **Each** sub-question carries **two** marks.

(2×7=14)

- a) What is cross tabulation ?
- b) Differentiate Type 1 and Type 2 error.
- c) What is meant by Reliability ?
- d) What is cluster Analysis ?
- e) Explain with an example :
 - i) Extraneous variable
 - ii) Confounded relationship.
- f) What is factor analysis ?
- g) Differentiate cross sectional from time series research.
- h) Explain the validity and reliability of an instrument.
- i) What do you mean by Empirical Research ?
- j) What is chapterization ?

SECTION – B

Answer **any 4** questions. **Each** question carries **five** marks.

(4×5=20)

2. Write a note on subjectivity and objectivity in research.
3. Briefly explain the Multivariate statistical techniques used in research.
4. Give your understanding of a good research design. Is single research design suitable for all studies ? If not, why ?



5. Discuss briefly various scaling techniques often used in business research.
6. What is validity of an instrument ? How is validity different from reliability ?
7. What is multiple regression and correlation ? Elucidate.

SECTION – C

Answer **any 3** out of **5** questions. **Each** question carries **12** marks. **(3×12=36)**

8. How do you identify the variables in research ? Give a detailed account of measurement, scaling and construction of an instrument. Highlight the context in which they are suitably used.
9. Give an evolutionary perspective of research in today's context and explain the role of theory in research.
10. How will you differentiate descriptive statistics and inferential statistics ? Describe the importance of statistical measures used to summarize survey research data.
11. XYZ Ltd. has 500 employees. A study is commissioned to measure their satisfaction level. A hypothesis is framed that the influencing factors namely salary and environmental factors.
 - a) What are the variables to be studied ?
 - b) What type of analysis is suitable to conduct this study ?
 - c) Prepare a sample questionnaire for the same.
12. What is report writing ? Discuss the importance of report writing.