

D 90001

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Name.....

Reg. No.....

**FIFTH SEMESTER B.Com./B.B.A. DEGREE EXAMINATION  
NOVEMBER 2020**

(CUCBCSS—UG)

B.Com./B.B.A.

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

(2014 Admission onwards)

Time : Three Hours

Maximum : 80 Marks

**Part I (Objective Questions)**

*Answer all ten questions.  
Each question carries 1 mark.*

Choose the correct answer :

1. Questions which allow only a few alternative way of answering is called \_\_\_\_\_.  
(a) Open ended questions. (b) Unstructured questions.  
(c) Structural questions. (d) Dichotomous questions.
2. Assigning numerals or other symbols to the categories or response is called :  
(a) Editing. (b) Coding.  
(c) Transcription. (d) Tablet ion.
3. \_\_\_\_\_ is concerned with generalization of a theory.  
(a) Fundamental research. (b) Ex post research.  
(c) Ex ante research. (d) Applied research.
4. In which sample population is divided into different strata and sample is taken from different strata ?  
(a) Quota Sampling. (b) Snow ball sampling.  
(c) Stratified sampling. (d) Purposive Sampling.
5. The original source from which researcher collects information is :  
(a) Primary Source. (b) Secondary Source.  
(c) Both Primary and Secondary. (d) None of these.

**Turn over**

Fill in the blanks :

6. Population value is called \_\_\_\_\_.
7. If a group of N observations is arranged in ascending or descending order of magnitude, then the middle value is called \_\_\_\_\_.
8. Instrument's ability to accurately measure variability in stimuli or response is known as \_\_\_\_\_.
9. A bar chart or graph showing the frequency of occurrence of each value of the variable being analysed is called \_\_\_\_\_.
10. Processed data is called as \_\_\_\_\_.

(10 × 1 = 10 marks)

### Part II (Short Answer Questions)

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

Each question carries 2 marks.

11. What is business research ?
12. What is a research problem ?
13. What is extraneous variable ?
14. What is hypothesis ?
15. What is pilot study ?
16. What is secondary data ?
17. What is a null hypothesis ?
18. What is descriptive research ?
19. What is a sample design ?
20. What is stratified sampling ?

(8 × 2 = 16 marks)

### Part III (Short Essay Questions)

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

Each question carries 4 marks.

21. What are the objectives of research ?
22. What are the types of Index Numbers ?

23. What are the problems related with sampling frame ?
24. Differentiate between probability sampling and non-probability sampling.
25. What are the types of sampling error ?
26. What are the advantages of observation method ?
27. What are the disadvantages of secondary data ?
28. Differentiate between primary data and secondary data.

(6 × 4 = 24 marks)

#### Part IV (Essay Questions)

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

*Each question carries 15 marks.*

29. What are the steps in research report writing ?
30. What are the essentials of a good research design ?
31. Briefly explain about different types of research.

(2 × 15 = 30 marks)

