D 30421   (Pages : 2)   Name...

Reg. No.....................................

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.

$(15 \times 2 = 30$, Maximum ceiling 25 marks)

Turn over

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.

$(8 \times 5 = 40$, 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.

$(2 \times 10 = 20$ marks)