D 10500 (Pages : 2) Name...................................

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

FIFTH SEMESTER U.G. DEGREE EXAMINATION, NOVEMBER 2021

(CBCSS—UG)

B.Com.

BCM 5B 08—BUSINESS RESEARCH METHODS

(2019 Admissions)

Time : Two Hours and a Half　　　　　　　　　　　　　　Maximum : 80 Marks

Section A

Answer at least **ten** *questions.*

Each question carries 3 marks.

All questions can be attended.

Overall Ceiling 30.

1. What is inferential analysis ?

2. Explain ethics in research.

3. Write a note on classification of data.

4. Give a brief account on popular report.

5. Explain Comprehension.

6. Write a note on Type II error.

7. Explain tone in report writing.

8. What is cluster analysis ?

9. What do you mean by educational research ?

10. Describe longitudinal survey.

11. What is index number ?

12. Comment on canonical analysis.

13. What do you mean by preposition?

14. Narrate predictive validity.

15. State the meaning of discriminant analysis.

(10 × 3 = 30 marks)

Turn over

Section B

16. Define research design. Explain the features of a good design.

17. Describe the various aspects of a research problem to be considered by the researcher.

18. Explain the steps in sample design.

19. Differentiate Fundamental (or Basic) and Applied Research.

20. What do you mean by analysis of data ? List out its purposes.

21. State the limitations of research.

22. Differentiate subjectivity and objectivity in research.

23. Point out the difference between primary data and secondary data.

(5 × 6 = 30 marks)

Section C

24. Narrate the generally accepted principles of tabulation of data.

25. Discuss the importance or uses of research.

26. Depict the layout of the research report.

27. Briefly explain different probability and non-probability sampling methods.

(2 × 10 = 20 marks)