D 110001	(Pages: 2)	Name
		Reg No

FIFTH SEMESTER (CBCSS—UG) DEGREE EXAMINATION NOVEMBER 2024

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.

- 1. What is research gap?
- 2. What is induction in research?
- 3. What is literature review?
- 4. Explain factor analysis.
- 5. What is bibliography?
- 6. What is experimental research?
- 7. What is popular report?
- 8. What do you mean by bivariate analysis?
- 9. Explain Cronbach's alpha.
- 10. What is meant by ordinal scale?
- 11. Explain quota sampling?
- 12. What is sampling error?
- 13. What is independent variable?
- 14. What is meant by data interpretation?
- 15. What is sample frame?

 $(15 \times 2 = 30, \text{ maximum ceiling } 25 \text{ marks})$

Turn over

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Part B

Answer all questions.

- 16. Differentiate between census and sample survey.
- 17. Narrate the need for research report.
- 18. Differentiate between applied research and pure research.
- 19. Explain the limitations of research.
- 20. What are the characteristics of a good hypothesis?
- 21. Describe the different types of research design.
- 22. What are the objectives of research?
- 23. Write a short note on 'level of significance' in data analysis.

 $(8 \times 5 = 40, \text{ maximum ceiling } 35 \text{ marks})$

Part C

Answer any two questions.

- 24. Define research? Explain the steps in research?
- 25. Explain in detail the methods of Probability sampling.
- 26. What is a research report. Briefly narrate the layout of a research report.
- 27. Discuss the need for a research design.

 $(2 \times 10 = 20 \text{ marks})$