

FIFTH SEMESTER (CBCSS—UG) DEGREE EXAMINATION NOVEMBER 2025

B.Com.

BCM 5B 08—BUSINESS RESEARCH METHODS

(2019 Syllabus)

Time: Two Hours and a Half

Maximum: 80 Marks

Answers should be written in English only.

Part A

Answer all questions.

- 1. Define Research.
- 2. What do you mean by alternative hypothesis?
- 3. What is basic research?
- 4. What is research design?
- 5. What is experimental research design?
- 6. What do you mean by primary data?
- 7. What is a Questionnaire?
- 8. What is quota sampling?
- 9. What do you mean by independent variable?
- 10. What is a moderating variable?
- 11. What do you mean by scale data?
- 12. What is the purpose of the pilot study?
- 13. What is a frequency table?
- 14. What is multi-variate data analysis?
- 15. What do you mean by sampling frame?

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

Turn over

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Part B

Answer all questions.

- 16. Explain the phases of business research.
- 17. Differentiate exploratory and causal research.
- 18. What are variables in research? Explain its types.
- 19. Elucidate probability sampling
- 20. Distinguish between primary data and secondary data
- 21. What is research report? Explain the types of reports.
- 22. What is business research? Explain its features.
- 23. What is research gap? How to identity the research gap?

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

Part C

Answer any **two** questions. Each question carries 10 marks.

- 24. Define business research. Discuss its significance and essential features in the business environment.
- 25. What is research design? Explain different types of research design with suitable examples.
- 26. What are the different methods of data collection? Explain the methods adopted in business research.
- 27. Data analysis is a pivotal aspect of research. Explain the statement in the light of tools and statistical methods for data analysis.

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