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D110001

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 × 2 = 30, maximum ceiling 25 marks)

Turn over

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.

$(8 \times 5 = 40$, maximum ceiling

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.

$(2 \times 10 =$