B.Com.

BCM 5B 08—BUSINESS RESEARCH METHODS

(2019 Admission onwards)

Time : Two Hours and a Half

Maxi

Part A

Answer all questions.

1. What is sample design ?

30 Marks]   2. Define Hypothesis.

3. What do you mean by research ?

4. What is Variable ?

5. Give the meaning of applied research.

Discuss.   6. What is stratified random sampling ?

7. What is exploratory research design ?

10 marks)   8. Explain reliability of a research instrument.

9. Explain snowball sampling.

10. What is the need for executive summary in research report ?

11. What is contingency table ?

12. What is confidence level ?

13. What is multivariate data analysis ?

14. What is discriminant analysis ?

15. What is pilot survey ?

(15 × 2 = 30, maxi

Part B

Answer all questions.

16. What is the need for conducting Research.

17. Differentiate between qualitative and quantitative research.

18. What are the essentials of a good research report ?

19. How can a researcher ensure validity of research instrument ?

20. Explain the need for literature review.

21. Differentiate between questionnaire and schedule.

22. Explain non-probability sampling methods.

23. Explain the different types of measurement scale.

$(8 \times 5 = 40$, maximum ceiling 3

Part C

Answer any two questions.

24. Explain the contents of research design.

25. Explain the merits and demerits of observation method of primary data collection.

26. What is data processing ? What are the components of data processing ?

27. What is a research report ? Explain the types of report.

$(2 \times 10 = 2$