Reg. No. : ....

Name : ....

V Semester B.Com. Degree (C.B.C.S.S. – O.B.E. – Regular/Supplementary/ Improvement) Examination, November 2024
(2019 to 2022 Admissions)
Core Course
5B07 COM : BUSINESS RESEARCH METHODOLOGY

Time : 3 Hours

Max. Marks : 40

PART – A

Answer **any six** questions from the following. **Each** question carries **1** mark. **(6×1=6)**

1. What is business research ?

2. What is 'deduction' ?

3. How does a research problem arise ?

4. What is research design ?

5. What is systematic sampling ?

6. What are primary data ?

7. What is a questionnaire ?

8. What is bibliography ?

PART – B

Answer **any six** questions from the following. **Each** question carries **3** marks. **(6×3=18)**

9. Distinguish between fundamental research and applied research.

10. Explain the importance of formulating the research problem.

11. Explain the meaning of research hypothesis in the context of research design.

P.T.O.

12. What are the essential qualities of a good sample ?

13. Discuss the types of non-probability sampling techniques.

14. What are the advantages and disadvantages of secondary data ?

15. Explain interview method of collecting data.

16. Discuss the items in the preparatory section of research report.

PART – C

Answer **any two** questions from the following. **Each** question carries **8** marks.   **(2×8=16)**

17. Explain different types of research conducted by researchers.

18. Explain different types of research designs.

19. What are the steps to a successful research report ? Discuss the characteristics of good research report.

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