



K21U 4663

Reg. No. :

Name :

**V Semester B.Com. Degree CBCSS (OBE) Regular
Examination, November 2021
(2019 Admns. Only)
Core Course
5B07COM : BUSINESS RESEARCH METHODOLOGY**

Time : 3 Hours

Max. Marks : 40

PART – A

Answer **any six** questions from the following. **Each** question carries **1** mark.

1. What is Research Problem ?
2. Explain – “Structured Observation”.
3. What do you mean by Research ?
4. What is “End Matter” ?
5. What is the importance of “Personal Interview” in the data collection process ?
6. Explain “Fundamental Research”.
7. Make a note on “Popular Report”.
8. Explain – “Statement of the Problem”.

(6×1=6)

PART – B

Answer **any six** questions from the following. **Each** question carries **3** marks.

9. What do you mean by research design ? Explain its features.
10. Explain the components of a Research Problem.
11. Make a note on “research design in case of hypothesis testing research studies”.

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12. Explain the characteristics of a good "Sample Design".
13. "Systematic Sampling is a type of Random Sampling". Explain the concepts in the statement.
14. Explain the concepts of "Dependent and Independent Variables".
15. What are the important things considered by the researcher in selecting a research problem ?
16. How do you differentiate "Cluster Sampling" from "Area Sampling" ? (6×3=18)

PART - C

Answer **any two** questions from the following. **Each** question carries **8** marks.

17. "Primary data can be collected by the researcher using different methods". Justify the statement by explaining the different methods of primary data collection.
 18. "Layout of the research report will explain its quality". Explain the layout of the research report.
 19. "Research is a systematic process". Justify the statement by explaining the steps in research process. (2×8=16)
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