Reg. No. : ....

Name : ....

V Semester B.Com. Degree (C.B.C.S.S. – O.B.E. – Regular/Supplementary/ Improvement) Examination, November 2023
(2019-2021 Admissions)
Core Course
5B07 COM : BUSINESS RESEARCH METHODOLOGY

Time : 3 Hours

Max. Marks : 40

SECTION – A
(Very Short Answer)

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

1. Define a 'Research Problem'.

2. State any two differences between the 'Null Hypothesis' and 'Alternative Hypothesis'.

3. What does 'Simple Random Sampling' mean ?

4. What is meant by 'Footnote' ?

5. Compare between 'Dependent Variable' and 'Independent Variable'.

6. State the purpose of the 'Pilot Survey' in Research.

7. Give any two merits of using the Interview method in Research.

8. Define 'Research Design'.

(6×1=6)

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SECTION – B
(Short Essay)

Answer **any six** questions. **Each** question carries **three** marks.

9. Bring out the criteria for good research.

10. Distinguish between qualitative data and quantitative data with an example.

11. Compare and contrast questionnaire and schedule.

12. Explain the special features of Research Design.

13. Differentiate Descriptive research from Analytical research with an example.

14. State the objectives of conducting a Literature Review in a study.

15. What must be the characteristics of a good sample ?

16. Mention any three merits and demerits of Non-probability sampling methods.

(6×3=18)

SECTION – C
(Long Essay)

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

17. "A problem well defined is half-solved." Describe the sources and importance of defining the research problem.

18. Define 'Research'. Illustrate the stages involved in conducting Research.

19. Detail the different components of a Research Design.

(2×8=16)