Second Semester M.Com. Degree Examination, June/July 2018
(CBCS)
COMMERCE
Paper – 2.4 : Business Research Methods

Time : 3 Hours

Max. Marks : 70

SECTION – A

1. Answer **any seven** questions. **Each** question carries **two** marks : **(7×2=14)**

   a) Define business research.

   b) What is Operational Definition ? Give an example.

   c) What is meant by Cross Tabulation ? Give an example.

   d) What is meant by degrees of freedom ?

   e) Give the purpose of Review of Literature.

   f) What do you mean by Snowball Sampling ?

   g) Distinguish between primary data and secondary data.

   h) What is Statement of problem ?

   i) Distinguish between references and Bibliography.

   j) What is meant by Pilot Study ?

SECTION – B

Answer **any four** questions. **Each** question carries **5** marks : **(4×5=20)**

2. Explain qualities of a Scientific Methods of Research.

3. What is Research Design ? Explain the exploratory research design.

4. Write a note of observational method of collecting data.

5. What is processing of data ? Explain with example.

6. Explain various types of reporting.

7. Ten individuals were selected for a survey. Their heights were found to be :
   63", 63", 64", 65", 66", 69", 69", 70", 70", 71". In the light of the above results discuss the suggestion that the mean height of the group is 65".

SECTION – C

Answer **any three** questions. **Each** question carries **12** marks :   **(3×12=36)**

8. Discuss the various stages in business research.

9. What is sample design ? Explain the probability sampling methods with their merits and demerits ?

10. Prepare a questionnaire to know the attribute of growth towards SMARTPHONES.

11. Answer the following :

    i) Steps in hypothesis testing

    ii) Steps in drafting the report.

12. The figures of sales in three different marketing zones A, B and C of a company during the last four months (Rs. lakhs) were as follows :

Months	Marketing Zones		
	A	B	C
February	12	18	10
March	8	12	16
April	16	14	18
May	12	12	20

Comment on the variance from month to month and from zone to zone and say whether it was significant.

[F value at 5% 6 and 2 d.f. is 19.29 and for 6 and 3 d.f. is 8.94].