



PG – 532

Second Semester M.Com. Degree Examination, July 2017

(CBCS)

COMMERCE

2.4 : Business Research Methods

Time : 3 Hours

Max. Marks : 70

SECTION – A

1. Answer **any seven** questions out of **ten**. Each question carries **two** marks :

(7×2=14)

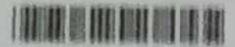
- a) State four objectives of Business Research.
- b) Differentiate between applied research and pure research.
- c) What is Bibliography ?
- d) Define research design.
- e) What do you mean by Type I error and Type II error ?
- f) What is Random Sampling ?
- g) State the purposes of literature survey in research.
- h) What do you mean by Research Hypothesis ?
- i) Mention purposes of exploratory research.
- j) Distinguish between Probability and Non-Probability sampling.

SECTION – B

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

2. Explain the nature of observation.
3. Explain the essentials of a good questionnaire.
4. What is research proposal ? Briefly explain its contents.
5. Differentiate between nominal scale and ordinal scale.
6. What is survey ? Explain advantages and disadvantages of survey.
7. What are the classification of Measurement Scales ? Explain with example.

P.T.O.



## SECTION – C

Answer **any three** questions out of five. **Each** question carries **twelve** marks.

(3×12=36)

8. Define Research. Distinguish descriptive, causal and exploratory research methods.
  9. Explain the use of Factor Analysis in survey research.
  10. What is sampling design ? Discuss in various methods of sampling in research.
  11. Explain the different methods of Qualitative research.
  12. Write a note on :
    - a) Cross sectional Vs. longitudinal research.
    - b) Content Analysis
    - c) Focus group interviews
    - d) Tabulation.
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