K23U 2290

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)

P.T.O.

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)**

_____

P.T.O.

K22U 2242

V Semester B.Com. Degree (CBCSS – OBE – Regular/Supplementary/ Improvement) Examination, November 2022
(2019 Admission Onwards)
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.

1. What is Experimental Research ?

2. Define a Hypothesis.

3. What is Simple Random Sampling ?

4. Explain the need for conducting research studies.

5. What do you mean by research ?

6. Define research gap.

7. Write a short note on 'level of significance' in data analysis.

8. What is dependent and independent variables ? Give example.   (6×1=6)

PART – B

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

9. Describe experience as a source of research problem.

10. Discuss the need for a research design.

11. Discuss the role of exploratory designs in social science research.

12. State and explain the need for review of literature.
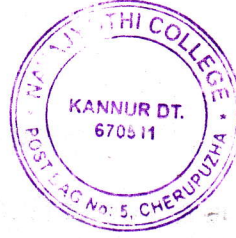
P.T.O.

13. What are the qualities of a good hypothesis ?

14. What are the consequences of Plagiarism ?

15. Explain the risk of extraneous variables.

16. Some types of validity test are more sophisticated and statistical based. Do you agree ? Justify with relevant examples. **(6×3=18)**

PART – C

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

17. Define Research Methodology. Discuss the various steps in the research process.

18. Discuss the structure and layout of the typical research report.

19. Elaborate the process of research work. **(2×8=16)**

_____

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".

P.T.O.

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)

_____