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(Pages : 3)

Name.....

Reg. No.....

**FIFTH SEMESTER B.Com./B.B.A. DEGREE EXAMINATION
NOVEMBER 2020**

(CUCBCSS—UG)

B.Com.

BCM 5B 08—BUSINESS RESEARCH METHODS

(2017 Admissions)

Time : Three Hours

Maximum : 80 Marks

Section A (Objective Questions)

Answer all questions.

Each question carries 1 mark.

Fill in the blanks :

1. In testing of hypothesis, if the null hypothesis is rejected ————— Hypothesis is accepted.
2. When raw data is arranged in conveniently organized groups, it is called a ————— distribution.
3. A survey that uses a sample of city blocks from a map as a way of sampling city residents is based on the ————— sampling technique.
4. ————— variable is one that is manipulated in order to observe any effects on the other.
5. ————— is the first step in starting the research process.

Choose the correct answer :

6. A reasoning where we start with certain particular statements and conclude with a universal statement is called :
(A) Deductive Reasoning. (B) Inductive Reasoning.
(C) Abnormal Reasoning. (D) Transcendental Reasoning.
7. How is stochastic equation of information solved ?
(A) By statistical rules. (B) By dynamic rules.
(C) By statistical and dynamic rules. (D) None of these.
8. "Controlled Group" is a term used in —————.
(A) Survey research. (B) Historical research.
(C) Experimental research. (D) Descriptive research.

Turn over

9. Conference proceedings are considered as _____ documents.
- (A) Conventional. (B) Primary.
(C) Secondary. (D) Tertiary.
10. Accepting a hypothesis when it is false is :
- (A) Type I Error. (B) Type II Error.
(C) Type III Error. (D) Type IV Error.

(10 × 1 = 10 marks)

Section B (Short Answer Questions)

Answer at least five questions.

Each question carries 4 marks.

All questions can be attended.

Overall Ceiling 20.

11. What is an independent variable ?
12. What is an extraneous variable ?
13. What is a non-directional hypothesis ?
14. What are experimenter effects ?
15. What is meant by a sample ?
16. What is meant by reliability ?
17. What is a pilot study ?
18. What is the key purpose of a case study ?
19. What is a z-score ?
20. What is partial correlation ?

(5 × 4 = 20 marks)

Section C (Short Essay Questions)

Answer at least four questions.

Each question carries 8 marks.

All questions can be attended.

Overall Ceiling 32.

21. What is a Parametric test ? What is meant by 'power efficiency' ?
22. What are the types of variables ? Explain.
23. Explain 'Latin Square Design'.

24. Explain the qualities of a good questionnaire.
25. What is stratified random sampling ? Explain with an example.
26. Define measure of central tendency. What are its types ?
27. Distinguish between bivariate and multivariate analysis.
28. What are the qualities of a good research report ?

(4 × 8 = 32 marks)

Section D (Essay Questions)

Answer any one question.

Each question carries 18 marks.

29. What are the types of research report ? Explain.
30. Explain various sampling methods.
31. What is research ? What are its types ?

(1 × 18 = 18 marks)