

(6 pages)

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Code No. : 5537

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M.Com. (CBCS) DEGREE EXAMINATION,  
NOVEMBER 2022.

Third Semester

Commerce — Core

BUSINESS RESEARCH METHODS

(For those who joined in July 2021 onwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer :

1. How to judge the depth of any research?
  - (a) By research title
  - (b) By research duration
  - (c) By research objectives
  - (d) By total expenditure in research

2. Which of the following is not a method of research?
  - (a) Survey
  - (b) Observation
  - (c) Historical
  - (d) Philosophical
3. A research problem is feasible only when.
  - (a) It has utility and relevance
  - (b) It is researchable
  - (c) It is new and add to knowledge
  - (d) All of the above
4. \_\_\_\_\_ is the first step to start the research process.
  - (a) Searching online or offline
  - (b) Identification of problem
  - (c) Idea screening and concept development
  - (d) Data collection
5. Testing hypothesis is a
  - (a) inferential statistics
  - (b) descriptive statistics
  - (c) data analysis
  - (d) data preparation

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6. Data that have already been collected for some other purpose is termed as
  - (a) Primary data              (b) Secondary data
  - (c) Tertiary data            (d) Ready made data
7. Which of the following tests is an example of non-parametric method?
  - (a) T-test                      (b) Z-test
  - (c) Sign test                (d) All of the above
8. Chi-square tests is an example of
  - (a) Parametric test        (b) Non parametric test
  - (c) Descriptive test      (d) Survey test
9. The first page of the research report is
  - (a) Appendix                (b) Bibliography
  - (c) Index                    (d) Title page
10. A written format of a research work is known as
  - (a) Research paper        (b) Monograph
  - (c) Project report         (d) Research report

PART B — (5 × 5 = 25 marks)

Answer ALL questions, choosing either (a) or (b).  
Each answer should not exceed 250 words.

11. (a) What are the characteristics of research?

Or

- (b) What are the different types of research?

12. (a) List out the features of good research design.

Or

- (b) Discuss the techniques involved in defining a research problem.

13. (a) What are the essentials of a good questionnaire?

Or

- (b) Distinguish between probability and non probability sampling.

14. (a) Explain the different parametric test.

Or

- (b) Write a note on non parametric analysis.





15. (a) State the features of a good research report.

Or

- (b) List out the contents of a research report.

PART C — (5 × 8 = 40 marks)

Answer ALL questions, choosing either (a) or (b)

Each answer should not exceed 600 words.

16. (a) Discuss the common ways to overcome the challenges of researches.

Or

- (b) What is social research and why is it important?

17. (a) What are the different types of research design?

Or

- (b) Why is the identification of a problem in research is important?

18. (a) Differentiate between questionnaire and interview schedule.

Or

- (b) Explain various types of sampling designs.

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19. (a) How do you prepare data analysis in SPSS?

Or

- (b) How do you do chi-square test in SPSS?

20. (a) Discuss the purpose of preparing research report.

Or

- (b) Discuss the lay-out of a report.
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