



**II Semester M.Com. (FA)/MFA Examination, July 2017  
(CBCS Scheme)**

**Paper – 2.7 : SC : Business Research Methods**

Time : 3 Hours

Max. Marks : 70

**Instruction :** Answer *all* Sections.

SECTION – A

Answer **any seven** questions out of **ten**. Each question carries **two** marks. (7×2=14)

1. a) What is sampling error ?
- b) What is causation ?
- c) What is Socio-metry ?
- d) What are ordinal data ?
- e) What is halo effect ?
- f) What is snowball sampling ?
- g) What is alternative hypothesis ?
- h) What is correlation matrix ?
- i) What is Scatter plot ?
- j) List out types of research studies.

SECTION – B

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

2. Elucidate the key dimensions of research environment.
3. Briefly explain the types of research evaluate methods in Business Research.
4. Distinguish multiscale sampling plan from stratified sampling plan.
5. Briefly explain data missing techniques.



6. Explain the process of designing a good research report.
7. Elucidate the probing styles of survey methods in Business Research.

SECTION – C

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

**(3×12=36)**

8. Explain in detail the dependency and interdependency scaling techniques preferred in Business Research.
9. Discuss the concept of level of significance and the P-value in testing of hypothesis.
10. Explain the key scaling and measurement techniques used in Business Research.
11. It is argued that analysis and interpretation of data are a managerial art. Discuss.
12. Distinguish and differentiate behavioral and non behavioral analyses of observation in detail.

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