



**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)**
- State four objectives of Business Research.
  - Differentiate between applied research and pure research.
  - What is Bibliography ?
  - Define research design.
  - What do you mean by Type I error and Type II error ?
  - What is Random Sampling ?
  - State the purposes of literature survey in research.
  - What do you mean by Research Hypothesis ?
  - Mention purposes of exploratory research.
  - Distinguish between Probability and Non-Probability sampling.

SECTION – B

- Answer **any four** questions out of six. **Each** question carries **five** marks : **(4×5=20)**
- Explain the nature of observation.
  - Explain the essentials of a good questionnaire.
  - What is research proposal ? Briefly explain its contents.
  - Differentiate between nominal scale and ordinal scale.
  - What is survey ? Explain advantages and disadvantages of survey.
  - 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.

BMSCW

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