

Q.P. Code : 60564

Second Semester M.Com. Degree Examination, July 2019

(CBCS - 2014-15 Scheme)

Commerce

Paper 2.4 - BUSINESS RESEARCH METHODS

14 x 2 = 301

Time : 3 Hours **Max. Marks : 70**

SECTION - A

1. Answer any **SEVEN** questions out of Ten. Each question carries **2** marks :
(7 × 2 = 14)
- (a) Define Pure Research.
 - (b) What is a Scientific Method?
 - (c) Define a Hypothesis.
 - (d) What is a P-value?
 - (e) What is a interview schedule?
 - (f) Define transcription in data processing.
 - (g) Distinguish between a parameter and a statistic.
 - (h) What is a t-test?
 - (i) Define a level of significance. *(11 x 3 = 14)*
 - (j) State any two essentials of an effective research report. *3 marks*

SECTION - B

Answer any **FOUR** questions out of Six. Each question carries **5** marks :
(4 × 5 = 20)

- 2. Explain the types of business research.
- 3. Discuss the different sources of Data.
- 4. Describe the steps involved in writing a research report. *10 x 3 = 30*

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5. Suppose you are given a set that classifies each sample unit into one of the four categories : A, B, C or D. You plan to create a compute data base consisting of these data, and you decide to code the data as $A = 1$, $B = 2$, $C = 3$ and $D = 4$.

Are the data consisting of the classifications A, B, C and D qualitative or quantitative? After the data are input as 1, 2, 3 and 4 are they qualitative or quantitative? Explain your answers.

6. Suppose you want to select a sample of size two ($n = 2$) from a population consisting of four objects ($N = 4$). The four objects are assigned with the numerical values as 1, 2, 3, 4. Assume that each sample has the same chance of selection and the sample is simple random sampling without replacement.

You are required to

- (a) Compute the mean of each sample
 - (b) Compute the mean of the sampling distribution of sample means
 - (c) Standard error of sampling distribution
7. For assessing the number of monthly transactions in credit cards issued by a bank, transactions in 25 credit cards were analysed. The analysis revealed an average of 7.4 transactions and sample standard deviation of 2.25 transactions.
- Find the confidence limits for the monthly number of transactions by all the credit card holders of the bank, assuming the level of significance at 5%.

SECTION - C

Answer any **THREE** questions out of Five. Each question carries 12 marks :

(3 × 12 = 36)

8. Describe the role of business research in planning and decision making.
9. Critically examine the different sampling methods.
10. Discuss the different research designs.

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11. The following information is obtained in respect of 50 randomly selected students.

Educational Loan	Boys	Girls	Total
Taken	14	8	22
Not taken	16	12	28
Total	30	20	50

Can it be inferred that the availing of loans is more common among boys? Use 5% level of significance.

12. A manufacturer of LCD TVs claims that LCD TV is becoming quite popular, and that about 5% households are using LCD TV. However, a dealer of conventional TVs claims that the percentage of households with LCD TVs is less than 5%. In this connection a sample of 400 households was taken and it was found that only 18 households have LCD TV.

Test at 1% level of significance whether the claim of the company is taxable.



PG – 502

Second Semester M.Com. Degree Examination, June/July 2018
(CBCS)

COMMERCE

Paper – 2.4 : Business Research Methods

Time : 3 Hours

Max. Marks : 70

SECTION – A

1. Answer **any seven** questions. **Each** question carries **two** marks : **(7×2=14)**

- Define business research.
- What is Operational Definition ? Give an example.
- What is meant by Cross Tabulation ? Give an example.
- What is meant by degrees of freedom ?
- Give the purpose of Review of Literature.
- What do you mean by Snowball Sampling ?

g) Distinguish between primary data and secondary data.

h) What is Statement of problem ?

i) Distinguish between references and Bibliography.

j) What is meant by Pilot Study ?

SECTION – B

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

- Explain qualities of a Scientific Methods of Research.
- What is Research Design ? Explain the exploratory research design.
- Write a note of observational method of collecting data.
- What is processing of data ? Explain with example.
- Explain various types of reporting.
- Ten individuals were selected for a survey. Their heights were found to be : 63", 63", 64", 65", 66", 69", 69", 70", 70", 71". In the light of the above results discuss the suggestion that the mean height of the group is 65".

P.T.O.



SECTION – B

Answer **four** of the following in about **one** page. **Each** questions carries **5** marks :

(4×5=20)

2. A medical scientists claims to have found a cure for the common cold that consists of three drugs called K, S and H. His results indicate that the minimum daily adult dosage for effective treatment is 10 mg. of drug K, 6mg. of drug S, and 8 mg. of drug H. Two substances are readily available for preparing pills and drugs. Each unit of substance A contains 6 mg, 1 mg, and 2mg, of drugs K, S and H respectively and each unit of substance B contains 2 mg, 3mg and 2 mg, of the same drugs. Substance A costs Rs. 3 per unit and substance B costs Rs. 5 per unit.

3. Solve the following Assignment problems for minimum solution :

	M ₁	M ₂	M ₃	M ₄	M ₅
W ₁	9	5	6	7	8
W ₂	8	5	7	7	8
W ₃	6	8	5	6	9
W ₄	8	10	7	6	5
W ₅	4	6	5	6	4

4. A company has demand rate of 25 items per day and the supply rate is 40 items per day. Ordering cost per order is Rs. 60 and carrying cost is Rs. 73 in one year. Find the EOQ and the total additional cost. It is given that an item costs Rs. 20.
5. An insurance company has these data :
- The probability of an insurance claim in a period of one year is 4 percent for persons under age 30, 2 percent for persons over age 30 and it is known that 30 percent of the targeted population is under age 30. What is the probability of an insurance claim in a period of one year for a randomly chosen person from the targeted population ?
6. Explain the applications of simulation to the problem of financial planning and management.
7. Write a note on Risk analysis in capital budgeting.



PG – 532

**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.

(3x12=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.



PG – 519

**II Semester M.Com. Degree Examination, June 2016
(CBCS)
COMMERCE
Paper – 2.4 : Business Research Methods**

Time : 3 Hours

Max. Marks : 70

Instruction : Use of simple non-programmable calculators and statistical tables is **allowed**.

SECTION – A

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

1. a) State the scope of business research.
- b) Mention the different types of research.
- c) What is research design ?
- d) State the limitations of sampling.
- e) Distinguish between sampling and non-sampling errors.
- f) Distinguish between nominal scale and ordinal scale.
- g) What is a dichotomous question ? Give examples.
- h) What is tabulation ? State its uses.
- i) What is executive summary ?
- j) What is bibliography ?

SECTION – B

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

2. Distinguish between basic, fundamental and applied research.
3. Explain the major components of a good research study.

P.T.O.



4. What do you mean by qualitative data ? How do you quantify it ?
5. What are projective techniques ? What are its advantages and limitations ?
6. Distinguish between single item and multiple item scale.
7. Describe the precautions to be taken while interpreting the results.

SECTION – C

Answer **any three** questions out of five. **Each** question carries **twelve** marks. **(3x12=36)**

8. What is a research problem ? Discuss the main issues which should receive the attention of the researcher in formulating the research problem.
 9. Explain the ethical issues involved in business research. How can they be resolved ?
 10. Explain the various types of measurements. What are the various types of scales and their importance ? Discuss.
 11. Explain the need for editing, coding, classifying and tabulating in processing of data.
 12. Explain the various types of research reports. Briefly explain the contents of a research report.
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