

PSG COLLEGE OF ARTS & SCIENCE  
(AUTONOMOUS)

MCom(IB) DEGREE EXAMINATION MAY 2023  
(Fourth Semester)

Branch – INTERNATIONAL BUSINESS

**BUSINESS RESEARCH METHODS**

Time: Three Hours

Maximum: 50 Marks

**SECTION-A (5 Marks)**

Answer ALL questions

ALL questions carry EQUAL marks

(5 x 1 = 5)

- 1 Which research leads to discovery of new theories and development of existing theories?  
(i) Exploratory (ii) Experimental  
(iii) Pure (iv) Applied
- 2 Name the method which deals with only one person at a time and promotes his adjustment.  
(i) Case study (ii) Questionnaire  
(iii) Clinical method (iv) Experimental mental
- 3 Snowball sampling technique falls under the category of \_\_\_\_\_ sampling.  
(i) Probability (ii) Non-probability  
(iii) Random Sampling (iv) Quota
- 4 Questionnaire is filled by  
(i) Respondent (ii) Everybody  
(iii) Enumerator (iv) None of the above
- 5 A text taken from a source is placed in a research report without providing reference is called as \_\_\_\_\_.  
(i) Plagiarism (ii) Popularism  
(iii) Perfectionism (iv) Post-reference

**SECTION - B (15 Marks)**

Answer ALL Questions

ALL Questions Carry EQUAL Marks

(5 x 3 = 15)

- 6 a Determine the objectives of research.  
OR  
b Sketch out the sources from which research problems are identified.
- 7 a Explain the features of exploratory research design.  
OR  
b Bring out the errors in research design.
- 8 a Show the difference between census and sample.  
OR  
b Classify the kinds of scaling techniques.

Cont...

- 9 a Discuss the sources of secondary data.  
OR  
b State the important rules for tabulation.
- 10 a Analyse the structure of research report.  
OR  
b Evaluate the significance of ethics in research.

**SECTION -C (30 Marks)**

Answer ALL questions

ALL questions carry EQUAL Marks

(5 x 6 = 30)

- 11 a Classify the types of research.  
OR  
b Assess the criteria of good research.
- 12 a Elucidate the advantages of research design.  
OR  
b Determine the components of research design.
- 13 a Categorize the non-probability sample methods.  
OR  
b Criticize the steps in testing hypothesis.
- 14 a Distinguish between Questionnaire and Schedule.  
OR  
b Discuss the kinds of data analysis.
- 15 a Enumerate the various types of research.  
OR  
b Evaluate the formulation rules for writing the report.

Z-Z-Z

END