

PSG COLLEGE OF ARTS & SCIENCE  
(AUTONOMOUS)

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

Branch – INTERNATIONAL BUSINESS

**RESEARCH METHODS IN INTERNATIONAL BUSINESS**

Time: Three Hours

Maximum: 50 Marks

**SECTION-A (5 Marks)**

Answer ALL questions

ALL questions carry EQUAL marks (5 x 1 = 5)

1. Procedures determining what two issues are rarely used in quantitative research?  
(i) Objectivity and subjectivity (ii) Reliability and validity  
(iii) Accessibility and replicability (iv) Quality and quantity
2. Research problem is one which requires a researcher to find out  
(i) the best solution for the given problem (ii) a solution for a problem  
(iii) a solution acceptable for all (iv) a solution to stop that problem
3. Multi- stage sampling is also known as  
(i) random sampling (ii) systematic sampling  
(iii) cluster sampling (iv) sequential sampling
4. Numbers are just assigned to phenomena without discrimination, it is a  
(i) ordinal scale (ii) nominal scale (iii) interval scale (iv) ratio scale
5. Research report should be written in a concise and objective style in  
(i) standard language (ii) American English  
(iii) British English (iv) simple language

**SECTION - B (15 Marks)**

Answer ALL Questions

ALL Questions Carry EQUAL Marks (5 x 3 = 15)

6. a) Explain the objectives of social science research.  
OR  
b) Describe the importance of Plagiarism.
7. a) State the advantages of case study method.  
OR  
b) Write a short note 'Cross-Sectional Studies'.
8. a) Examine the factors which determine the sample size.  
OR  
b) Explain type I and type II error.
9. a) Write a note on Likert type scale.  
OR  
b) Distinguish between quantitative data and qualitative data.
10. a) Describe the pilot study with suitable examples.  
OR  
b) Distinguish between primary data and secondary data.

Cont...

**SECTION -C (30 Marks)**

Answer ALL questions

ALL questions carry EQUAL Marks

(5 x 6 = 30)

11. a) Point out the different types of research and explain them.  
OR  
b) Highlight the different steps involved in a research process.
12. a) Discuss the components of a good research design.  
OR  
b) List and explain the factors that influence the research design.
13. a) Analyze the technique and usefulness of multistage sampling.  
OR  
b) Discuss the procedure for testing hypothesis.
14. a) Categorise the different types of scales on measurement.  
OR  
b) Summarise the steps to construct opinion scaling technique.
15. a) Enumerate the different methods of collecting data.  
OR  
b) Examine the role Mendeley in preparation of research report.

Z-Z-Z

END