

PSG COLLEGE OF ARTS & SCIENCE  
(AUTONOMOUS)

MCom(IB) DEGREE EXAMINATION MAY 2024  
(Second Semester)

Branch – INTERNATIONAL BUSINESS

**RESEARCH METHODS IN INTERNATIONAL BUSINESS**

Time: Three Hours

Maximum: 75 Marks

**SECTION-A (10 Marks)**

Answer ALL questions

ALL questions carry EQUAL marks

(10 × 1 = 10)

Module No.	Question No.	Question	K Level	CO
1	1	The first step in research is _____. (a) preparing research design (b) field work (c) research presentation (d) formulation of research problem	K1	CO1
	2	A definite plan for obtaining a sample from a given population is called _____. (a) sample design (b) size of sample (c) sampling error (d) sampling unit	K2	
2	3	Plan of study or blueprint for study is called _____. (a) research design (b) design (c) model (d) hypothesis	K1	CO2
	4	If the investigator obtains the data from published or unpublished sources, such data will constitute. (a) primary data (b) secondary data (c) relevant data (d) current data	K2	
3	5	The hypothesis is false but our test accepts it is called _____. (a) type I error (b) type II error (c) sampling (d) on-sampling error	K1	CO3
	6	Under _____ method data are collected from each and every unit of the population. (a) sampling (b) random sampling (c) census (d) convenience sampling	K2	
4	7	A hypothesis is an _____. (a) assumption (b) theory (c) axiom (d) law	K1	CO4
	8	The most suitable positional average for qualitative measurement is _____. (a) mean (b) median (c) mode (d) standard deviation	K2	
5	9	_____ of data means the task of drawing conclusions and of explaining their significance. (a) Tabulating (b) Editing (c) Coding (d) Interpretation	K1	CO5
	10	The first page of a research report is called as _____. (a) abstract (b) preface (c) title page (d) bibliography	K2	

Cont...

**SECTION - B (35 Marks)**

Answer ALL questions

ALL questions carry EQUAL Marks

(5 × 7 = 35)

Module No.	Question No.	Question	K Level	CO
1	11.a.	Discover the aim and objectives of research.	K4	CO3
	(OR)			
	11.b.	Compare the significance and scope of science research.		
2	12.a.	Determine the need for literature survey in research.	K5	CO4
	(OR)			
	12.b.	Evaluate the various types of research design.		
3	13.a.	Elaborate systematic sampling and stratified random sampling.	K6	CO5
	(OR)			
	13.b.	Formulate convenience sampling method and its merits and demerits.		
4	14.a.	Examine the characteristics of a good table.	K4	CO4
	(OR)			
	14.b.	Assume editing and list out its purposes.		
5	15.a.	Interpret briefly different types report.	K5	CO4
	(OR)			
	15.b.	Estimate the uses of Mendelay software in recent social science research.		

**SECTION - C (30 Marks)**

Answer ANY THREE questions

ALL questions carry EQUAL Marks

(3 × 10 = 30)

Module No.	Question No.	Question	K Level	CO
1	16	Formulate the different types of research and explain them.	K6	CO5
2	17	Conclude the components of a good research design.	K5	CO4
3	18	Examine the factors which determine the sample size.	K4	CO3
4	19	Measure the factors and decide the size of class interval and the units of class interval.	K5	CO4
5	20	Categorize the role of technology in social science research.	K4	CO5

Z-Z-Z

END