

**PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)**

**MCom(IB) DEGREE EXAMINATION MAY 2022
(Fourth Semester)**

Branch – **INTERNATIONAL BUSINESS**

BUSINESS RESEARCH METHODS

Time: Three Hours

Maximum: 75 Marks

SECTION-A (10 Marks)

Answer **ALL** questions

ALL questions carry **EQUAL** marks (10 x 1 = 10)

1. The main purpose of research in education is to _____
 (i) Increase social status of an individual
 (ii) Increase job prospects of an individual
 (iii) Help in the personal growth of an individual
 (iv) Help the candidate become an eminent educationist
2. "Research is an organized and systematic enquiry" Defined by _____.
 (i) Marshall (ii) P.V. Young (iii) Emory (iv) Kerlinger
3. "A systematic step-by-step Procedure following logical process of reasoning" is called
 (i) Experiment (ii) Observation
 (iii) Deduction (iv) Scientific method
4. Social Science deals with _____
 (i) Objects (ii) Human beings (iii) Living things (iv) Non-living things
5. The method by which a sample is chosen _____
 (i) Unit (ii) design (iii) Random (iv) Census
6. Research undertaken for knowledge sake is _____
 (i) Pure Research (ii) Action Research
 (iii) Pilot study (iv) Survey
7. Random sampling is helpful as it is _____.
 (i) Reasonably accurate (ii) Free from personal biases
 (iii) An economical method of data collection (iv) All the above
8. Type-I Error occurs if _____
 (i) the null hypothesis is rejected even though it is true
 (ii) the null hypothesis is accepted even though it is false
 (iii) both the null hypothesis as well as alternative hypothesis are rejected
 (iv) None of the above
9. The data of research is _____
 (i) Qualitative only (ii) Quantitative only (iii) Both (i) and (ii) (iv) Neither (i) nor (ii)
10. The important pre-requisites of a researcher in sciences, social sciences and humanities are _____
 (i) laboratory skills, records, supervisor, topic
 (ii) supervisor, topic, critical analysis, patience
 (iii) archives, supervisor, topic, flexibility in thinking
 (iv) topic, supervisor, good temperament, pre-conceived notions

SECTION - B (35 Marks)

Answer **ALL** questions

ALL questions carry **EQUAL** Marks (5 x 7 = 35)

11. a. Sketch out the objectives of Research
 OR
 b. Analyse the concept of selecting and defining a problem.

Cont...

12. a. Classify the research design with appropriate instances.
OR
b. Discuss about the various errors affecting research design.
13. a. Differentiate the term Sampling errors vs Non Sampling errors.
OR
b. Prepare the steps for testing the hypothesis.
14. a. Classify the Personal interview method.
OR
b. Illustrate the process of editing and coding with adequate inference.
15. a. Determine about the structure of report with its types.
OR
b. Evaluate about the ethics in research with examples.

SECTION - C (30 Marks)

Answer any **THREE** Questions

ALL Questions Carry **EQUAL** Marks (3 x 10 = 30)

16. Construct the Process of Research relevant with various types of Research.
17. Compare Cross Sectional Studies and Longitudinal Studies with necessary examples.
18. Differentiate the Probability Sampling Design and Non Probability Sampling Design vividly.
19. Formulate the Questionnaire with all the essentials of a good questionnaire.
20. Justify the advent of plagiarism connected with research report.

Z-Z-Z

END