

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)
MCom(CS) DEGREE EXAMINATION DECEMBER 2023
(Third Semester)

Branch – CORPORATE SECRETARYSHIP

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. Research conducted after the careful inquiry is known as
 - i) Applied Research
 - ii) Action Research
 - iii) Both (i) & (ii)
 - iv) Fundamental Research
2. It is as state bank comparable of being tested and there by verified or rejected.
 - i) Design
 - ii) Tool
 - iii) Hypothesis
 - iv) Research Statement
3. A number of same lot are drawn one after another from a universe depending on the research of the earlier sample is called _____.
 - i) Sequential Sampling
 - ii) Cluster Sampling
 - iii) Quota Sampling
 - iv) Judgment Sampling
4. Chi-Square is an important _____ test.
 - i) Non - Parametric
 - ii) Parametric
 - iii) Auto test
 - iv) All the above
5. The report is always written in _____ manner.
 - i) Data Biased Manner
 - ii) Horizontal Manner
 - iii) Sequential Manner
 - iv) None of the Above

SECTION - B (15 Marks)

Answer ALL Questions

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

6. a Define Research and explain the objectives of research.
OR
b Show the difference between Descriptive and Analytical Research.
7. a Illustrate the issues involved in identifying the research Problem.
OR
b State the various types of Research Design.
8. a What is pilot study and assess its objectives.
OR
b Determine the advantages of Observation.
9. a Distinguish between Editing and Coding of data.
OR
b Evaluate the general rules followed in the preparation of Tabulation.
10. a Elaborate why the interpretation is needed?
OR
b Discuss the significance of a research report.

Cont...

SECTION -C (30 Marks)

Answer **ALL** questions

ALL questions carry **EQUAL** Marks

(5 x 6 = 30)

11. a Discuss the difference steps involved in a Research problem.
OR
b Analyse the criteria for good research.
12. a Explain the main forms and sources of Hypothesis.
OR
b Interpret the characteristics of a good Research Design.
13. a Examine the steps to be taken in framing Sample Design.
OR
b Categorize the different type of Interview.
14. a Define the form ANOVA and Explain the principles of ANOVA.
OR
b What is Classification and measure the rules for Classification.
15. a Estimate the essentials and prerequitics for Interpretation.
OR
b Orginate the precautions for writing Research Report.

Z-Z-Z

END