

PSG COLLEGE OF ARTS & SCIENCE  
(AUTONOMOUS)

MCom(CA) DEGREE EXAMINATION DECEMBER 2024  
(Second Semester)

Branch – COMMERCE WITH COMPUTER APPLICATION

**BUSINESS RESEARCH METHODS**

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	“Controlled Group” is a term used in a) Survey research                      b) Historical research c) Experimental research              d) Descriptive research	K2	CO2
	2	_____ is treated as the ‘heart of the survey operation’. a) Observation                      b) Secondary data c) Interview                      d) Questionnaire	K2	CO2
2	3	Data classified on the basis of some attributes are known as _____ classification. a) Qualitative                      b) Quantitative c) Geographical                      d) Chronological	K1	CO2
	4	The most important part of the research is _____ a) Analysis                      b) Findings c) Suggestions                      d) Conclusion	K1	CO1
3	5	Data collected from an archive or the records of an organisation is called a) Internal data                      b) Secondary data c) External data                      d) Primary data	K2	CO2
	6	Which one is called non-probability sampling? a) Cluster sampling b) Quota sampling c) Systematic sampling d) Stratified random sampling	K1	CO2
4	7	What is the use of Factorial Analysis? a) For setting the hypotheses b) To understand the difference between two variables c) To understand the relationship between two variables d) To understand the difference between various variables	K1	CO1
	8	The process of summarizing raw data and displaying it in a compact form for further analysis is a) Classification                      b) Editing c) Coding                      d) Tabulation	K2	CO3
5	9	Formulation of hypothesis may NOT be required in a) Survey method                      b) Historical studies c) Experimental studies                      d) Normative studies	K1	CO1
	10	In research methodology, interpretation is the search of a) Statistical data                      b) Research problem c) Research findings                      d) Research plan	K2	CO3

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**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.	Write short notes on: a) Motivation in research and b) Objectives of research	K2	CO3
		(OR)		
	11.b.	How do you define a research problem? Give any two examples to illustrate your answer.		
2	12.a.	What points should be taken into consideration by a researcher in developing a sample design for research project?	K4	CO5
		(OR)		
	12.b.	Explain what are the items must include in research plan.		
3	13.a.	Enumerating the points before consider using any published data.	K3	CO3
		(OR)		
	13.b.	Discuss interview as a technique of data collection.		
4	14.a.	Differences between classification and tabulation of data.	K2	CO4
		(OR)		
	14.b.	Explain the various types of software packages available for statistical analysis.		
5	15.a.	Define 'Bibliography' and explain its importance in context of research report.	K3	CO4
		(OR)		
	15.b.	Difference between reference and bibliography.		

**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	Classify the various types of research.	K3	CO3
2	17	Under what circumstances would you recommend and explain with example: (a) A probability sample? (b) A non-probability sample? (c) A stratified sample?	K5	CO5
3	18	Differences between interview schedule and questionnaire	K3	CO3
4	19	Describe the merits and limitations of factor analysis.	K4	CO4
5	20	Briefly explain the steps and precaution for writing research report.	K3	CO3