

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

MCom(CS) DEGREE EXAMINATION DECEMBER 2024
(Third Semester)

Branch – CORPORATE SECRETARYSHIP

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	Research is also known as _____ research which is associated with particular project and problem. a) action b) applied c) explanatory d) exploratory	K1	CO1
	2	Research is approached through the _____ methods of personal interviews, mailed questionnaires and personal discussion. a) case study b) survey c) group discussion d) report	K2	CO1
2	3	Which of the following stage is known as 'blueprint' of a research? a) Research design b) Development of Working Hypothesis c) Formulating the Research Problem d) Execution of the Project	K1	CO2
	4	_____ is a tentative generalization, the validity of which remains to be tested. a) findings b) objectives c) hypothesis d) Suggestions	K2	CO2
3	5	The data which are collected from the place of origin is known as? a) Primary data b) Secondary data c) Both primary and secondary d) None of these	K1	CO3
	6	_____ is the last step in the data collecting and compilation process, and it serves as the entry point for statistical analysis and interpretation, it is known as? a) Preparing of the Report b) Hypothesis Testing c) Documentation d) Tabulation	K2	CO3
4	7	Random sampling is helpful as it is ____ a) Reasonably accurate b) Free from personal bias c) an economical method of data collection d) All of the above	K1	CO4
	8	ANOVA test used to compare _____ a) Multiple groups b) Only one group c) Two groups d) Internal consistency	K2	CO4
5	9	The last stage of research process is _____. a) Review of literature b) Report writing c) Research design d) Analysis of data	K1	CO5
	10	Bibliography means _____. a) foot note b) Quotations c) List of book referred d) Biography	K2	CO5

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.	State the criteria of good research.	K2	CO1
	(OR)			
	11.b.	Outline objectives of business research.		
2	12.a.	Explain the main forms and sources of hypothesis.	K3	CO2
	(OR)			
	12.b.	State the criteria of a good research problem in social research.		
3	13.a.	Examine how the questions should be arranged in the schedule and which type of questions should be avoided in questionnaire?	K4	CO3
	(OR)			
	13.b.	Explain the main types of interviews.		
4	14.a.	Construct and explain the steps in the data process.	K4	CO4
	(OR)			
	14.b.	Explain the features of Non-parametric test.		
5	15.a.	Describe, in brief, the layout of a report.	K3	CO5
	(OR)			
	15.b.	Explain the characteristic of good research report.		

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	Discuss the challenges faced by the researcher.	K5	CO1
2	17	Explain in detail the steps in preparing a research design.	K5	CO2
3	18	Explain the methods of sampling.	K4	CO3
4	19	Processing of data implies editing, coding, classification and tabulation describe in brief these four operations pointing out the significance of each in the context of research study.	K5	CO4
5	20	Explain the steps in drafting a report.	K4	CO5

Z-Z-Z

END