PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)
BCom DEGREE EXAMINATION MAY 2025
(Sixth Semester)

Branch — e-COMMERCE

BUSINESS RESEARCH METHODOLOGY

Time: Three Hours   Maximum: 50 Marks

SECTION-A (5 Marks)
Answer ALL questions
ALL questions carry EQUAL marks   (5 x 1 = 5)

1. The criteria for good research include all EXCEPT:
    (i)   Clarity of purpose   (ii) Generalization of results
    (iii) Randomized objectives   (iv) Ethical compliance

2   A good research design includes:
    (i)   Ambiguity   (ii) Flexibility
    (iii) Unethical practices   (iv) Clear objectives

3   Sources of data are classified into:
    (i)   Primary and secondary   (ii) Internal and external
    (iii) Quantitative and qualitative (iv) Descriptive and exploratory

4   Graphical representation in data analysis helps in:
    (i)   Complicating the research process
    (ii) Visualizing data trends and patterns
    (iii) Eliminating hypothesis testing
    (iv) Hiding errors in data

5   The layout of a research report includes:
    (i)   Objectives, methodology, results, conclusion
    (ii) Abstract, introduction, body, references
    (iii) Summary, graphs, references, samples
    (iv) All 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 its key characteristics.
                    OR
    b   What are the criteria for good research? Explain briefly.

7   a   What are the steps involved in selecting a research problem?
                    OR
    b   Define research design and explain its main features.

8   a   Explain the factors affecting the size of a sample.
                    OR
    b   Briefly describe the types of sampling design.

9   a   What is data coding, and why is it important in data processing?
                    OR
    b   Explain the concept of hypothesis testing and its process.

10 a   What are the steps involved in writing a research report?
                    OR
    b   Briefly explain the layout of a research report..

SECTION -C (30 Marks)
Answer any **Three** questions
ALL questions carry **EQUAL** Marks   (3 x 10 = 30)

11   Explain the steps involved in research process with suitable examples.

12   Explain the techniques involved in defining a research problem.

13   Explain the various types of sampling design with examples.

14   Describe the data preparation process are important in data processing

15   Discuss the essential components and layout of a research report.

<p align="center">Z-Z-Z   END</p>