

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

**MCom DEGREE EXAMINATION MAY 2025  
(Second Semester)**

Common to Branches – **COMMERCE / COMMERCE WITH COMPUTER  
APPLICATIONS**

**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 basic research because it is related with a particular project and problem. a) Pure b) Exploratory c) Applied d) Action	K1	CO1
	2	.....research is a fact finding investigation. a) Formulative b) Causal c) descriptive d) observations	K2	CO1
2	3	Sampling is the process of selecting units from a ..... of interest. a) Population b) phenomenon c) place d) space	K1	CO2
	4	Random sampling is also called ..... sampling. a) Probability b) Non probability c) Accidental d) Snow ball	K2	CO2
3	5	Data processing consists of ....., coding and tabulation. a) Editing b) entry c) classification d) Tabulation	K1	CO3
	6	The oldest method of data collection is through..... a) Interview b) group discussion c) questionnaire d) observation	K2	CO3
4	7	.....Is the process of summarizing raw data and displaying it in a compact form for further analysis. a) Classification b) coding c) tabulation d) editing	K1	CO4
	8	The ..... Scale is known as nominal scale. a) Interval b) ordinal c) ranking d) ratio	K2	CO4
5	9	..... is a list of sources used by the researcher to get information for research report. a) Appendix b) Bibliography c) Index d) Glossary	K1	CO5
	10	.....report is reporting verbally in person. a) Technical b) popular c) written d) Oral	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 characteristics of good research.	K2	CO1
	(OR)			
	11.b.	Describe the different steps involved in a research process.		
2	12.a.	Explain the components of a research design.	K3	CO2
	(OR)			
	12.b.	Point out the advantages of Likert-type scale.		
3	13.a.	Distinguish between primary data and secondary data.	K3	CO3
	(OR)			
	13.b.	Enumerate the methods of data collection.		
4	14.a.	Discuss the steps in processing of data.	K4	CO4
	(OR)			
	14.b.	What do you mean by multivariate statistical techniques and its uses.		
5	15.a.	Elucidate the different steps in report writing.	K4	CO5
	(OR)			
	15.b.	Differentiate 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 different types of research.	K4	CO1
2	17	Describe the various methods of sampling.	K4	CO2
3	18	Criticize the Research report and its contains of report.	K5	CO3
4	19	Explain the types of correlation analysis.	K5	CO4
5	20	Discuss about the precautions for draw a good writing research report.	K6	CO5

Z-Z-Z

END