

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

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

Branch - INTERNATIONAL BUSINESS

RESEARCH METHODS IN INTERNATIONAL BUSINESS

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	The first step of research is: a) Selecting a problem b) Searching a problem c) Finding a problem d) Identifying a problem	K1	CO1
	2	Research can be classified as: a) Basic, Applied and Action Research b) Philosophical, Historical, Survey and Experimental Research c) Quantitative and Qualitative Research d) All the above	K2	CO1
2	3	Field-work-based research is classified as: a) Empirical b) Historical c) Experimental d) Biographical	K1	CO1
	4	Infer the purpose of research design. a) To develop a hypothesis b) To select a sample c) To determine the methods for data collection and analysis d) All of the above	K2	CO1
3	5	Of the following sampling methods, which is a probability method? a) Judgement b) Quota c) Simple random d) Convenience	K1	CO1
	6	The difference between the expected value of a statistics and the value of the parameter being estimated is called a: a) Standard error b) Bias c) Sampling error d) Non-sampling error	K2	CO1
4	7	Which of the following is not a levels of measurement? a) Nominal scale b) Ordinal scale c) Internal scale d) Ratio scale	K1	CO1
	8 Scaling techniques used for the purpose of categorization or division. a) Ordinal b) Ratio c) Interval d) Nominal	K2	CO1
5	9	When the data is sourced from the place of origin, it is called as a) Secondary b) Primary c) Secondary and primary d) All of the above	K1	CO1
	10	The best use of report is to show its features as _____ a) Mobile b) Graphics and image c) Method d) Account	K2	CO1

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.	Examine the objectives of research.	K4	CO3
	(OR)			
	11.b.	Analyse the need for selecting and defining the research problem.		
2	12.a.	Identify the different classification of research design.	K4	CO3
	(OR)			
	12.b.	Categorize the errors affecting research design.		
3	13.a.	Assess the probability sampling methods.	K5	CO4
	(OR)			
	13.b.	Appraise the different research measurement hypothesis used in social science research.		
4	14.a.	Explain the scaling construction techniques in research methodology.	K5	CO4
	(OR)			
	14.b.	Assess the different scale construction techniques on grounds of sound measurement.		
5	15.a.	Formulate the primary data collection methods.	K6	CO5
	(OR)			
	15.b.	Discuss the types of research reports in social science research.		

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	Examine the plagiarism and its need in research.	K4	CO4
2	17	Analyse the use of descriptive research designs in research methodology.	K4	CO4
3	18	Prove the different steps in hypothesis testing.	K5	CO4
4	19	Criticize the sources of error in measurement and need for good scaling techniques.	K5	CO4
5	20	Discuss the structure of good research report.	K6	CO5

Z-Z-Z

END