

PSG COLLEGE OF ARTS & SCIENCE (AUTONOMOUS)

MCom(CS) DEGREE EXAMINATION DECEMBER 2025
(Third Semester)

Branch – **CORPORATE SECRETARIALSHIP**

BUSINESS RESEARCH METHODS

Time: Three Hours

Maximum: 75 Marks

SECTION-A (10 Marks)

Answer ALL questions

ALL questions carry **EQUAL** marks

$$(10 \times 1 = 10)$$

Cont...

SECTION-A (35 Marks)
Answer ALL questions
ALL questions carry EQUAL Marks

(5 × 7 = 35)

Module No.	Question No.	Question	K Level	CO
1	11.a.	Construct different types of experiments that form the experimental method. (OR)	K3	CO1
	11.b.	Identify the differences between pure research and applied research.		
2	12.a.	Explain the importance of hypothesis. (OR)	K3	CO2
	12.b.	Identify the chief characteristics of research design.		
3	13.a.	Analyse the essential characteristics of a good schedule. (OR)	K4	CO3
	13.b.	Distinguish between the sources of primary and secondary data.		
4	14.a.	Examine the steps in writing research report. (OR)	K4	CO4
	14.b.	List the guidelines to be followed in writing a research report.		
5	15.a.	Classify types of Scales in research. (OR)	K4	CO5
	15.b.	Analyse the possible source of error in measurement.		

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 types of research relevant to social sciences.	K4	CO1
2	17	Explain the characteristics of a good research design.	K5	CO2
3	18	Assess the different methods of Non probability sampling.	K5	CO3
4	19	Categorize the various scaling techniques used in business research.	K4	CO4
5	20	Evaluate the layout of a research report.	K5	CO5