

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

MCom(1B) DEGREE EXAMINATION DECEMBER 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.

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

Cont...

SECTION - B (35 Marks)

Answer ALL questions

ALL questions carry EQUAL Marks

 $(5 \times 7 = 35)$

Module No.	Question No.	Question	K Level	CO
1	11.a.	Briefly examine the importance of research in contemporary business scenario. (OR)	K4	CO1
	11.b.	Construct the essential criteria for a good research.		
2	12.a.	Analyze the common errors affecting a research design with relevant examples. (OR)	K5	CO2
	12.b.	Address the possible pros and cons of cross sectional studies.		
3	13.a.	Differentiate between sampling and non-sampling errors. (OR)	K4	CO3
	13.b.	Discuss briefly the steps in testing of hypothesis.		
4	14.a.	Assess the different types of scaling with the merits and demerits of each scale. (OR)	K5	CO4
	14.b.	Compare the various sources of error in measurement.		
5	15.a.	How will you construct a questionnaire? State its types in brief. (OR)	K6	CO5
	15.b.	How can Mendeley platform help researchers with their workflow?		

SECTION - C (30 Marks)

Answer ANY THREE questions

ALL questions carry EQUAL Marks

 $(3 \times 10 = 30)$

Module No.	Question No.	Question	K Level	CO
1	16	List the steps involved in the research process.	K4	CO1
2	17	Categorize the techniques of exploratory research design with industry applicable examples.	K4	CO2
3	18	Explain a scenario where non-probability methods would be more suitable.	K5	CO3
4	19	Discuss the implication of reliability assessment techniques and validity assessment techniques in developing measurement tools.	K6	CO4
5	20	How can researchers ensure data accuracy and consistency during the editing process?	K5	CO5