

**PSG COLLEGE OF ARTS & SCIENCE**

(AUTONOMOUS)

**MCom(IB) 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 × 1 = 10)

Module No.	Question No.	Question	K Level	CO
1	1	The basic objective of _____ research is to explore the unknown facts. a) Fundamental                                      b) Descriptive c) Formulative                                        d) Subjective	K1	CO1
	2	Identify the first step of research process. a) Defining research objectives b) Formulating Hypothesis c) Literature survey d) Selecting research topic	K2	CO1
2	3	Which type of research design is used to establish cause and effect relationships? a) Descriptive b) Experimental c) Exploratory d) Correlational	K1	CO2
	4	A study that follows a group of people over time is called _____. a) Cohort study                                      b) Time study c) Cross study                                        d) Behaviour study	K2	CO2
3	5	When H <sub>0</sub> is true and we reject it, then _____ occurs. a) Type I error b) Type II error c) Biased decision d) Unbiased decision	K1	CO3
	6	When in a research every item or entity of the universe is included, that approach is called _____. a) Sampling    b) Census c) Survey     d) Hypothesis	K2	CO3
4	7	Mention the other name for a Likert scale. a) Interview protocol b) Event sampling c) Summated rating scale d) Ranking scale	K1	CO4
	8	The extent to which a tool predicts a specific outcomes is known as _____. a) Criterion validity b) Content validity c) Face validity d) Construct validity	K2	CO4
5	9	Which is the main source of primary data? a) Experimentation                                      b) Published reports c) Personal interview                                      d) Company records	K1	CO5
	10	What is the importance of using proper citation and referencing in a research report? a) To impress the reader b) To avoid plagiarism c) To make reader friendly d) To communicate findings	K2	CO5

Cont...

**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.	Briefly examine the importance of research in contemporary business scenario.	K4	CO1
		(OR)		
	11.b.	Construct the essential criteria for a good research.		
2	12.a.	Analyze the common errors affecting a research design with relevant examples.	K5	CO2
		(OR)		
	12.b.	Address the possible pros and cons of cross sectional studies.		
3	13.a.	Differentiate between sampling and non-sampling errors.	K4	CO3
		(OR)		
	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.	K5	CO4
		(OR)		
	14.b.	Compare the various sources of error in measurement.		
5	15.a.	How will you construct a questionnaire? State its types in brief.	K6	CO5
		(OR)		
	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 × 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

Z-Z-Z

END