

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

BCom DEGREE EXAMINATION MAY 2026

(Sixth Semester)

Branch – E-COMMERCE

BUSINESS RESEARCH METHODOLOGY

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	What is the primary purpose of research methodology in a study? i) To provide a systematic plan for conducting research ii) To create a list of references iii) To publish the final results iv) To formulate the research question.	K1	CO1
	2	Which of the following represents a cognitive characteristic of a learner? i) Sensitivity to individual differences ii) Ability to work in a team iii) Level of visual literacy iv) Emotional stability.	K2	CO1
2	3	What is the first step in the research process? i) Data collection ii) Formulation of a research problem iii) Data analysis iv) Hypothesis testing.	K1	CO2
	4	What is a "gap in knowledge" in research? i) The literature review ii) The research design iii) An area that has not been studied or understood iv) The final report.	K2	CO2
3	5	Which of the following is not a probability sampling method? i) Cluster sampling ii) Stratified sampling iii) Quota sampling iv) Simple random sampling.	K1	CO3
	6	What is the list of all units in the population called? i). Sample ii) Population iii) Sampling frame iv) Parameter	K2	CO3
4	7	Processed data is called i) Data Source ii) Data iii) Information iv) Database	K1	CO4
	8	Which of the following is not a step in data preprocessing? i) Data cleaning ii) Data reduction iii) Data integration iv) Data interpretation	K2	CO4
5	9	What is the primary purpose of a report? i) To entertain ii) To inquire iii) To inform and recommend actions iv) To persuade only	K1	CO5
	10	What is the main characteristic of the language used in a report? i) Informal and subjective ii) Formal and objective iii) Figurative iv) Ambiguous	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.	Explain the characteristics of research.	K3	CO1
		(OR)		
	11.b.	Examine the main objectives of research.		
2	12.a.	Mention the steps involved in the selection of a research problem.	K2	CO2
		(OR)		
	12.b.	Discuss the significance of research design.		
3	13.a.	Illustrate various types of sampling.	K4	CO3
		(OR)		
	13.b.	What is observation? Bring out the short comings of observation method of data collection.		
4	14.a.	Describe the different types of questionnaire.	K3	CO4
		(OR)		
	14.b.	Enumerate the problems in the formulation of hypotheses.		
5	15.a.	Explain the techniques in report writing.	K4	CO5
		(OR)		
	15.b.	What are the content of the research report?		

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	What is research? Explain the various types of research.	K4	CO1
2	17	“Empirical research in India in particular creates so many problems for the researchers”.-Explain.	K5	CO2
3	18	Describe the components of a research design.	K4	CO3
4	19	What are the characteristics of Hypothesis? Bring out the various difficulties in the formulation of a Hypothesis.	K5	CO4
5	20	How a research report should be presented?-Elaborate.	K6	CO5

Z-Z-Z

END