

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

MCom DEGREE EXAMINATION MAY 2026
(Second Semester)

Common to Branches – COMMERCE & COMMERCE WITH COMPUTER APPLICATION

BUSINESS RESEARCH METHODS

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	Which of the following is the first step in research? (i) Data analysis (ii) Report writing (iii) Identification of research problem (iv) Interpretation	K1	CO1
	2	Identify the use of Literature review for the researcher. (i) writing books (ii) identify research gap (iii) reduce sample size (iv) prepare invoices	K2	CO1
2	3	Find out the characteristic of a good sample design. (i) Bias (ii) Representativeness (iii) Vagueness (iv) Complexity	K1	CO2
	4	State the use of Nominal scale (i) ranking (ii) classification (iii) measuring distance (iv) measuring absolute zero	K2	CO2
3	5	Define Primary data (i) already published (ii) collected first-hand (iii) copied from websites (iv) taken from books only	K1	CO3
	6	Select the suitability of applying Questionnaire method. (i) respondents are scattered (ii) no data are needed (iii) only secondary data are used (iv) sample size is one	K2	CO3
4	7	What is Editing of data ? (i) deleting all responses (ii) checking data for errors and omissions (iii) changing respondent opinions (iv) avoiding tabulation	K1	CO4
	8	Which of the following is studied under Correlation analysis? (i) difference between laws (ii) relationship between variables (iii) population census (iv) report formatting	K2	CO4
5	9	What does the layout of a report refers ? (i) source of data (ii) arrangement of report contents (iii) sample size (iv) coding of data	K1	CO5
	10	State the purpose of preparing a research proposal. (i) publish final results (ii) present the plan of the research study (iii) analyze data statistically (iv) tabulate responses	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.	Define research and explain its objectives.	K2	CO1
		(OR)		
	11.b.	Outline the criteria of a good research.		
2	12.a.	Analyze the criteria for selecting a suitable sampling procedure.	K4	CO2
		(OR)		
	12.b.	Evaluate the usefulness of measurement scales in research.		
3	13.a.	Describe the data warehousing in detail.	K4	CO3
		(OR)		
	13.b.	Compare interview and questionnaire methods of data collection.		
4	14.a.	Evaluate the application of factor analysis and cluster analysis in research.	K5	CO4
		(OR)		
	14.b.	List the usefulness of statistical software in research data analysis.		
5	15.a.	Discuss the significance and layout of a research report.	K5	CO5
		(OR)		
	15.b.	Examine the importance of APA, Harvard and MLA referencing styles in academic report writing.		

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	Analyze the research process and explain the stages.	K4	CO1
2	17	Evaluate the importance of validity and reliability of research instruments.	K5	CO2
3	18	Explain the role of secondary data and internet sources in research.	K4	CO3
4	19	Define data processing and explain the steps involved in editing, coding and tabulation.	K5	CO4
5	20	Assess the importance of research proposal preparation in conducting a systematic study.	K5	CO5

Z-Z-Z

END