

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

**MCom (CS) DEGREE EXAMINATION MAY 2026
(Third Semester)**

Branch – **CORPORATE SECRETARYSHIP**

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	The word research is derived from the French word..... (a) Reserch (b) Recerch (c) Resourch (d) Riserch	K1	CO1
	2	Research aims at finding a solution for an immediate problem. (a) Applied (b) fundamental (c) Descriptive (d) Analytical	K2	CO1
2	3	 is the purpose of a hypothesis in a quantitative research. (a) To guide the research process and methodology (b) To provide a theoretical frame work for the study (c) To ensure the ethical treatment of participants (d) To provide a detailed descriptions of the study population	K1	CO2
	4	Hypothesis refers to..... (a) The outcome of an experiment (b) a Conclusion drawn from an experiment (c) a form of basis in which the subject tries to outguess the experimenter (d) A tentative statement about the relationship	K2	CO2
3	5	Probability sampling is also known assampling. (a) Chance (b) Non-random (c) Restricted (d) Popular	K1	CO3
	6	Undersampling method the population or universe is divided into number of clusters or large groups. (a) Restricted (b) random route (c) cluster (d) primary	K2	CO3
4	7	 of the following is not a major data analysis approaches. (a) Data mining (b) Prdictive Intelligence (c) Business Intelligence (d) Text analytics	K1	CO4
	8	 are the types of tables in data processing. (a) Simple table (b) complex /cross table (c) vertical table (d) Both a & b	K2	CO4
5	9	Summaries and syntheses are characteristics of..... (a) Research design (b) Literature review (c) story writing (d) journalism	K1	CO5
	10	are placed at the bottom of the page (a) Quotations (b) references (c) footnotes (d) layouts	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 research and its significance.	K2	CO1
	(OR)			
	11.b.	Demonstrate the criteria for research.		
2	12.a.	Identify the important functions of Hypothesis.	K3	CO2
	(OR)			
	12.b.	Organize the different research designs.		
3	13.a.	Discover the points to be kept in mind while preparing a sample design.	K3	CO3
	(OR)			
	13.b.	List the advantages of pretesting in research.		
4	14.a.	Examine the various methods of tabulation.	K4	CO4
	(OR)			
	14.b.	Examine (i) Chi-Square and (ii) ANOVA.		
5	15.a.	Compile the steps involved in writing a research report.	K6	CO5
	(OR)			
	15.b.	Discuss the general outline of a popular 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	Elaborate the different types of research.	K6	CO1
2	17	Discuss the various features of hypothesis.	K6	CO2
3	18	Examine the different sources of secondary data.	K4	CO3
4	19	Explain the vital scaling techniques.	K5	CO4
5	20	Explain the different types of report employed in research report writing.	K5	CO5

Z-Z-Z

END