

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

MCom (IB) DEGREE EXAMINATION MAY 2026
(Second Semester)

Branch – INTERNATIONAL BUSINESS

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 first step in research process is _____ (i) Data analysis (ii) Report writing (iii) Identifying problem (iv) Interpretation	K1	CO1
	2	Stratified sampling is a _____ (i) Random method (ii) Non-random method (iii) Editing method (iv) Scaling method	K2	CO1
2	3	Data collected from journals and books is _____ (i) Primary Data (ii) Secondary Data (iii) Field Data (iv) Raw Data	K1	CO2
	4	Questionnaire method is best suited for _____ (i) Small samples only (ii) Large number of respondents (iii) Editing data (iv) Coding process	K2	CO2
3	5	Standard Deviation is the square root of _____ (i) Mean (ii) Median (iii) Variance (iv) Mode	K1	CO3
	6	Skewness measures _____ (i) Central value (ii) Dispersion (iii) Symmetry of distribution (iv) Frequency	K2	CO3
4	7	Karl Pearson's coefficient is suitable for _____ (i) Qualitative data (ii) Quantitative data (iii) Nominal data (iv) Categorical data	K1	CO4
	8	If X and Y move in opposite directions, correlation is _____ (i) Positive (ii) Negative (iii) Zero (iv) Perfect	K2	CO4
5	9	Level of significance is denoted by _____ (i) β (ii) μ (iii) α (iv) σ	K1	CO5
	10	Chi-square test is suitable for _____ (i) Qualitative data (ii) Quantitative data (iii) Continuous data (iv) Ratio data	K2	CO5

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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.	Discuss the features of a good research design.	K2	CO1
		(OR)		
	11.b.	Explain the importance of sampling in research.		
2	12.a.	Differentiate primary and secondary data collector.	K3	CO2
		(OR)		
	12.b.	Discuss the principles of good questionnaire design.		
3	13.a.	Explain the advantages of Arithmetic Mean.	K3	CO3
		(OR)		
	13.b.	Calculate Mean, Median and Mode for the following data: 5, 8, 10, 12, 15		
4	14.a.	Differentiate between correlation and regression.	K3	CO4
		(OR)		
	14.b.	What is a scatter diagram? Explain its uses in correlation analysis.		
5	15.a.	Analyze the steps involved in hypothesis testing.	K3	CO5
		(OR)		
	15.b.	State the assumptions of Chi-square test.		

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	Summarize the steps involved in the research process.	K4	CO1																
2	17	Elaborate the essential qualities of good report writing.	K4	CO2																
3	18	Explain the importance of Standard Deviation as a measure of dispersion.	K4	CO3																
4	19	State and explain the properties of regression coefficients.	K4	CO4																
5	20	A survey was conducted to study whether Gender and Preference for Online Shopping are independent. The data collected from 200 respondents is given below: <table><tr><th>Gender</th><th>Prefer</th><th>Not Prefer</th><th>Total</th></tr><tr><td>Male</td><td>70</td><td>30</td><td>100</td></tr><tr><td>Female</td><td>50</td><td>50</td><td>100</td></tr><tr><td>Total</td><td>120</td><td>80</td><td>200</td></tr></table> Test whether Gender and Preference are independent at 5% level of significance.	Gender	Prefer	Not Prefer	Total	Male	70	30	100	Female	50	50	100	Total	120	80	200	K4	CO5
Gender	Prefer	Not Prefer	Total																	
Male	70	30	100																	
Female	50	50	100																	
Total	120	80	200																	

Z-Z-Z

END