

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

MCom / MCom (CA) DEGREE EXAMINATION MAY 2018
(First Semester)

Common to Branches – COMMERCE &
COMMERCE WITH COMPUTER APPLICATIONS

BUSINESS RESEARCH METHODS

Time : Three Hours

Maximum : 75 Marks

SECTION -A (30 Marks)

Answer ALL questions

ALL questions carry EQUAL Marks (5 x 6 = 30)

- 1 a Define research problem? Explain the techniques of defining research problem.
OR
b Describe the research process.
- 2 a What do you mean by Pilot Study? State its significance in research.
OR
b List the major components of a research design.
- 3 a State the points to be considered while drafting Questionnaire.
OR
b What is meant by primary data and secondary data? State merits and demerits of primary data.
- 4 a Define Scaling? Explain the various methods of scaling techniques.
OR
b What precautions should a researcher take while interpreting his findings?
- 5 a What are the various types of research report? Explain.
OR
b What are the differences between reference and bibliography?

SECTION -B (45 Marks)

Answer any THREE questions

ALL questions carry EQUAL Marks (3 x 15 = 45)

- 6 What do you mean by research? Discuss its objectives and types.
- 7 Define Hypothesis. Explain its objectives and types.
- 8 Discuss the advantages and dis-advantages of personal interview method of data collection.
- 9 Describe the SEM and VPLS.
- 10 Describe the layout of a research report.